National Capital Area Council

2021 Popcorn Program Orientation

Thanks for tuning in!

Agenda

1. Why Participate
2. Best Practices
3. Hosting a Kickoff
4. 2021 Traditional Products
5. 2021 Online Products
6. Online Direct
7. TE App
8. 2021 TE Rewards
9. Scout and leader Portals
10. TE Webinars
11. Key information
12. Customer Support
13. Review and Q & A

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Why Participate in the Popcorn Program

The Popcorn Program is an important part of Scouting. If managed well the program can generate enough income to financially support your Scouting program for the entire year!

Some of the great benefits of selling popcorn include:

- There are NO up-front costs to your unit
- A built-in prize program to support the unit and individual Scout goals
- Participating in the Popcorn Program can complete requirements for rank advancement and multiple merit badges
- Popcorn is supported by the local community
- Scouts can earn a free week at a NCAC camp of their choice!

More importantly participating in the Popcorn Program teaches Scouts the value of earning their own way, setting goals, and supporting their unit program budget. This is an essential part of the character development learned through Scouting.

These skills can’t be taught by parents writing checks

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How the Popcorn Program supports units and NCAC

The Popcorn Program is crucial in providing programs and services for all of our units and funding experiences uniquely suited for each program level in Scouting.

Benefits provided to units through the Popcorn Program:

- Awards
- Camp Fees
- Courts of Honor
- Program Materials
- Rain Gutter Regattas
- Camping Equipment
- Blue and Gold Banquests
- Pinewood derbies
- Books and Neckerchiefs
- Camporees
- High Adventure Bases
- Training Expenses
- National and World Jamboree fees
- Anything you unit decides!

How NCAC supports units through the Popcorn Program:

- Maintaining camp properties for year-round camping and outdoor events
- Providing scholarships or “camperships” for Scouts who need assistance due to financial hardship
- Program and training equipment—digital projectors and screens for use in training and promotional programs
- Planning and conducting various Council-wide activities and events like Scouting for Food
- Support from a full-time professional staff and Scout Service Center available to help unit leaders, parents and Scouts
- Accident, sickness, and liability insurance for chartered organizations, members, and leaders

All commissions earned during the popcorn programs stay to support local Scouts

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Best Practices Planning

- **Build a Team**
- **Plan like a business**
- **Scout Motivation**
- **Create Parent Buy-In**
- **Have a fun kickoff**

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Best Practices Salesmanship

- **Storefronts**
- **Wagon sales**
- **Online**
- **Workplace**

HOSTING A KICKOFF

Keep it Simple

Agenda:

- How the money raised benefits each Scout family- *Be transparent*
- Unit & Scout sales goals
- How to Sell $1,000 Social Distancing in 8 Hours (PDF)
- Everyone downloads the Trail's End App
- Trail's End Rewards
- Unit specific promotions (optional)
- Key dates for your Sale
- Request they join the Trail's End Scout Parents Facebook Group to get tips and ask questions!

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2021 Product Lineup

$40
Sweet & Savory Collection Box
1 WC and 1 Salted

Chocolate Covered Pretzel
$25

$25
Salted Caramel Popcorn

Kettle Corn*
$20

12pk Unbelievable Butter Microwave*
$20

$20
White Cheddar Popcorn

$15
Popping Corn Jar

$10
Classic Caramel Corn

$50
Gold American Heroes Donation

$1
American Heroes Donation

$30
Silver American Heroes Donation

Trail's End

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Download Our App

ONLINE DIRECT PRODUCT LINEUP

FREE SHIPPING ON ORDERS $55 OR MORE

EXTRA CHARGES AND EXCLUSIONS MAY APPLY

STARTS SHIPPING IN MAY

Backyard BBQ Bundle

Contains: Milk

STARTS SHIPPING IN MAY

Let's Go Camping Bundle

Contains: Milk and Soy

STARTS SHIPPING IN MAY

Original Beef Jerky (2.6 oz)

STARTS SHIPPING IN MAY

Let's Go Hiking Bundle

Contains: Tree Nuts

STARTS SHIPPING IN MAY

Good Samaritan Bundle

STARTS SHIPPING IN MAY

Ultimate Snack Bundle

Contains: Milk

Chocolatey Caramel Crunch™ Tin

Contains: Milk and Soy

Chocolate Trio Bundle

Contains: Egg, Milk, Soy and Wheat

- (1) Dark Chocolate Salted Caramels
- (1) Peppermint Bark
- (1) Frosted Snowflake Pretzels

Chocolate Lover's Tin

Contains: Egg, Milk and Soy

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch™

Frosted Snowflake Pretzels

Contains: Milk, Soy and Wheat

Peppermint Bark

Contains: Milk and Soy

Chocolatey Caramel Crunch™ Bag

Contains: Milk and Soy

Chocolate Lover's Bundle

Contains: Egg, Milk and Soy

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch ™

Caramel Lover's Bundle

Contains: Egg, Milk and Soy

- Dark Chocolate Salted Caramels
- Salted Caramel Popcorn

Dark Chocolate Salted Caramels

Contains: Egg, Milk and Soy

Sweet & Savory Bundle

Contains: Milk and Soy

- Salted Caramel Popcorn
- White Cheddar Popcorn

Salted Caramel Popcorn

Contains: Milk and Soy

BIG BAG

White Cheddar Popcorn

Contains: Milk

12pk Microwave

Unbelievable Butter™ Popcorn

Contains: Milk

NEW!

Honey Roasted Peanuts

Contains: Tree Nuts

NEW!

Campfire Blend Coffee K-Cups

Popping Corn Jar

SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!

Send a gift of popcorn or purchase a monthly military donation which supports both local Scouting and hardworking first responders, military men and women, their families, and veteran organizations.

Products & pricing subject to availability and change. © 2021 Trail's End® . All rights reserved.

TRAIL'S END ONLINE DIRECT

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HOW IT WORKS

TWO WAYS TO SELL ONLINE

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 to your customers

TAKE ONLINE DIRECT ORDERS IN THE APP

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

Text **MYPLAN** to 62771 to download:
How to Sell $1,000 Social Distancing

Trail's End App

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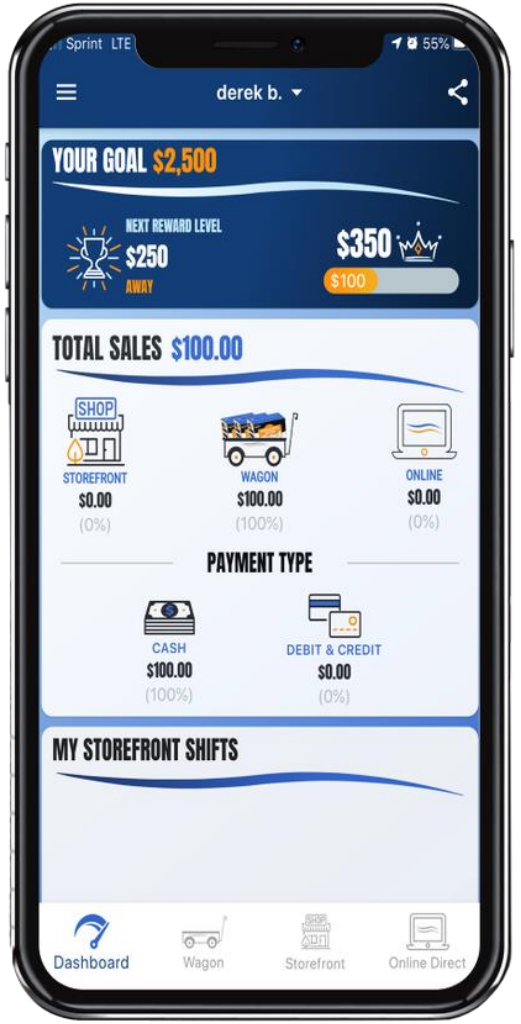
Download Our App

Key Benefits

- Free Credit Card Processing - Paid by Trail's End
- Real-time tracking and reporting of sales, inventory and storefront registrations
- ***Families can turn in cash payments via debit card***
- System-calculated Scout sales for easy Trail's End Rewards ordering
- ***Take Online Direct orders in the app as way to fundraise to increase product options***

Proven Results

- Used by over 14,500 units & 160,000 Scouts
- Over 10% growth for units that recorded more than 75% of sales in the app
- Credit Card transactions averaged 27% higher than cash



Text **APP** to 62771 to download.

Trail's End App

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Download Our App

2021Prize Flyer

Scout Portal

Share Your Page:

YOUR GOAL $2,500 $0

Hello, Addilyn!

Addilyn Cartner

Pack 840
Aquia
National Capital Area Council
Scout Code: LWPMUUZ2

- Dashboard
- Training
- Wagon
- Storefront
- Online
- Manage Page
- Rewards
- Reports

PERCENT OF GOAL

YOUR GOAL
$2,500

$0

DO YOUR BEST! KEEP GOING!
YOU'RE ONLY $2,500 AWAY FROM GOAL

MY STOREFRONT SHIFTS

Book a Shift

No data available

TOTAL SALES

STOREFRONT	WAGON	ONLINE
$0	$0	$0
(0%)	(0%)	(0%)

FACE-TO-FACE

Record Wagon Sale

ONLINE

View More

Scout Portal

Share Your Page:

YOUR GOAL
$2,500
$0

Hello, Addilyn!

Addilyn Cartner

Pack 840
Aquia
National Capital Area Council
Scout Code: LWPMUUZ2

- Dashboard
- Training
- Wagon
- Storefront
- Online
- Manage Page

https://www.trails-end.com/seller/dashboard

WAGON SALES

Record Wagon Sale | 2020 SELLING CAM...

WAGON SALES

$0.00

CASH OWED TO UNIT

$0.00

SALES BY PAYMENT

CASH
$0.00
CREDIT
$0.00

AVERAGE ORDER VALUE

$0.00

WAGON SALES BY PRODUCT

No data available

PRODUCT	ON HAND	DELIVERED	UNDELIVERED	TOTAL SOLD	% OF SALES
TOTALS	0	0	0	0	100%

WAGON SALE ORDERS

all | delivered | undelivered | Search

Type here to search

4:59 PM
4/28/2020

Scout Portal

Trail's End

Share Your Page:

YOUR GOAL
$2,500
$0

Hello, Addilyn!

Addilyn Cartner

Pack 840
Aquia
National Capital Area Council
Scout Code: LWPMUUZ2

- Dashboard
- Training
- Wagon
- **Storefront**
- Online
- Manage Page

STOREFRONT SALES

2020 SELLING CAMPAIGN

MANAGE STOREFRONT SHIFTS

April 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

No events today

STATS

TOTAL SALES
$0.00

SPLIT METHOD
DAY

SALES BY PAYMENT

CASH	CREDIT
$0.00	$0.00

STOREFRONT HOURS

WORKED	FUTURE
0	0

DO YOUR BEST! KEEP GOING!

Type here to search

5:00 PM
4/28/2020

Scout Portal

Share Your Page:

YOUR GOAL
$2,500
$0

Hello, Addilyn!

Addilyn Cartner

Pack 840
Aquia
National Capital Area Council
Scout Code: LWPMUUZ2

- Dashboard
- Training
- Wagon
- Storefront
- **Online**
- Manage Page

ONLINE SALES

2020 SELLING CAMPAIGN

ONLINE SALES

$0.00

ONLINE ORDERS

ONLINE ORDERS

$0.00

SALES OVER TIME

No data available

TOP SELLING ONLINE PRODUCTS

No data available

CUSTOMER LOCATIONS

https://www.trails-end.com/seller/sales/online

Type here to search

5:00 PM
4/28/2020

Scout Portal

Trail's End

Share Your Page:

YOUR GOAL
$2,500
$0

Hello, Addilyn!

Addilyn Cartner

Pack 840
Aquia
National Capital Area Council
Scout Code: LWPMUUZ2

- Dashboard
- Training
- Wagon
- Storefront
- Online
- **Manage Page**

YOUR ONLINE FUNDRAISING WEBPAGE

PREVIEW PAGE

ABOUT ME

CHANGE AVATAR

Tell your customers why they should support Scout fundraising.

Hi! I'm Addi. I am a Tiger Scout with Cub Scout Pack 840 in Stafford Virginia. I am raising money through the 2020 Popcorn Program to support my adventures in Cub Scouts.
I am entering my 2nd year in Cub Scouts and am having so much fun. I've gone camping, fishing, took 3rd place in the Pinewood Derby with my car

400 character limit.

UPDATE

SHARE YOUR PAGE

Share your page with everyone you know via email, text message, and all social media platforms

MY FAVORITE PRODUCT

Type here to search

5:01 PM
4/28/2020

Scout Portal

Share Your Page:

YOUR GOAL
$2,500
$0

Hello, Addilyn!

Addilyn Cartner

Pack 840
Aquia
National Capital Area Council
Scout Code: LWPMUUZ2

- Dashboard
- Training
- Wagon
- Storefront
- Online
- Manage Page

https://www.trails-end.com/seller/training

REWARDS

Scouts get to buy the prizes THEY want with Trail's End Rewards! Set your sales goal by selecting the prizes below associated with the Amazon.com Gift Card value you want to earn, then start selling at storefronts, door-to-door, and by sharing your online page. When the fundraiser is over, claim your gift card below and start shopping!

TOTAL SALES	GIFT CARD VALUE EARNED	SUBMITTED BY LEADER	AMOUNT LEFT TO CLAIM
$0.00	$0.00	$0.00	$0.00

MY GOAL

2020 GOAL
$2,500
EARN $200.00
AMAZON GIFT CARD

NEXT REWARD LEVEL
$350.00
AWAY

$500

$350 $750

MY PRIZES

No prizes selected

Type here to search

5:02 PM
4/28/2020

Unit Leader Portal

Trail's End

Invite Your Scouts

ORDER POPCORN

Hello, Jonathan!

Jonathan Cartner

Pack 9190 Test Unit
Potomac
National Capital Area Council

- Dashboard
- Unit Info
- Training
- Storefront Management
- Popcorn
  - Popcorn Orders
  - Transfers & Returns

Leader Dashboard

GOAL PROGRESS

SET A GOAL!

$0

$0

KEEP ON PUSHIN!

YOUR UNIT HAS MET THEIR GOAL

TOTAL SALES

STOREFRONT	WAGON	ONLINE
$0 (0%)	$0 (0%)	$0 (0%)
CASH	**APP CREDIT**	**ONLINE CREDIT**
$0 ()	$0 ()	$0 ()

STOREFRONT SHIFTS

0 OF 0 STOREFRONT SHIFTS CLAIMED

TOTAL SCOUTS

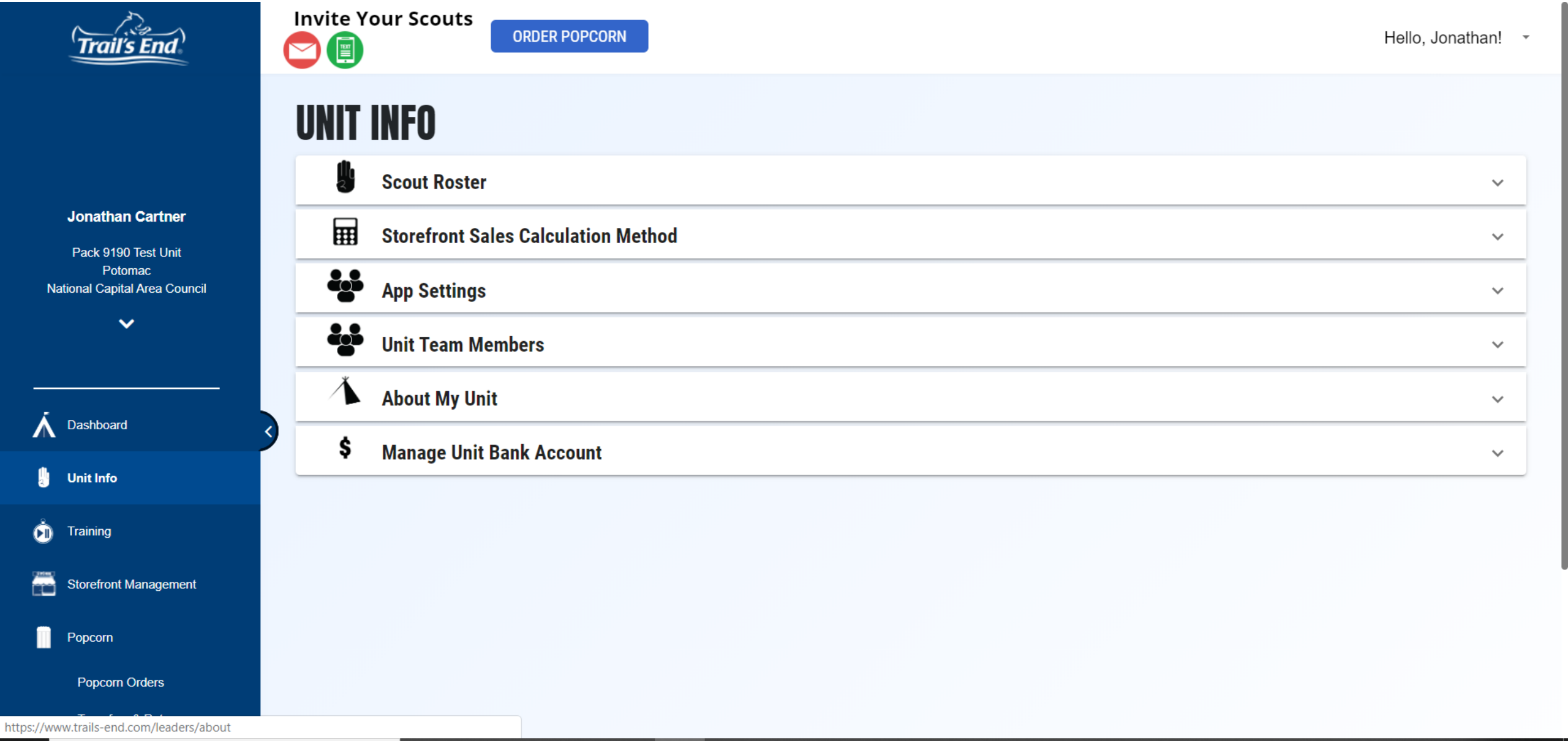
AVERAGE SALES PER SCOUT

NUMBER OF ORDERS

Type here to search

5:04 PM
4/28/2020

Unit Leader Portal



Unit Leader Portal

Invite Your Scouts

ORDER POPCORN

Hello, Jonathan!

TRAINING VIDEOS & ASSETS

Jonathan Cartner

Pack 9190 Test Unit
Potomac
National Capital Area Council

- Dashboard
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TRAINING VIDEOS

How it Works

How to Sell with the App - Basics

How to Sell with the App - Detailed

Popcorn Team Training Series

Team Building & Planning

Goal Setting

Ways to Sell

TRAINING ASSETS

Type here to search

5:06 PM
4/28/2020

Unit Leader Portal

Trail's End

Popcorn Orders

Transfers & Returns

Rewards

Acct. Summary

Reports

Join Our Community!

Invite Your Scouts

ORDER POPCORN

Hello, Jonathan!

TRAINING ASSETS

Trail's End App

- Unit Payout Schedule
- Scout Sell Sheet
- Unit Reference Guide
- Credit Card Best Practices

Popcorn Kickoff

- Top Seller Pledge
- Unit Kickoff Template
- Script Cards

Storefront Sales

- Selling Location Request Letter
- Sales Code of Conduct
- Sales Shift Report
- Vinyl Banner - Cub Scouts
- Vinyl Banner - Troops
- Vinyl Banner - Female Troops
- Flip Board

Scout Resources

- Trail's End Rewards Prize Flyer
- Scholarship Enrollment Form
- Path to Advancement

Products

- Caramel Corn
- Popping Corn
- White Cheddar
- Premium Caramel

Type here to search

5:07 PM
4/28/2020

Unit Leader Portal

Invite Your Scouts

ORDER POPCORN

Hello, Jonathan!

Jonathan Cartner

Pack 9190 Test Unit
Potomac
National Capital Area Council

- Dashboard
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- Rewards
- Acct. Summary

MANAGE SHIFTS

April 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

CLEAR DATE FILTER

STATS

TOTAL SALES

CASH OWED TO UNIT

$0.00

SPLIT METHOD

DAY

REGISTERED SHIFTS

TODAY	TOMORROW	TOTAL
0	0	0

Search

-- Future --

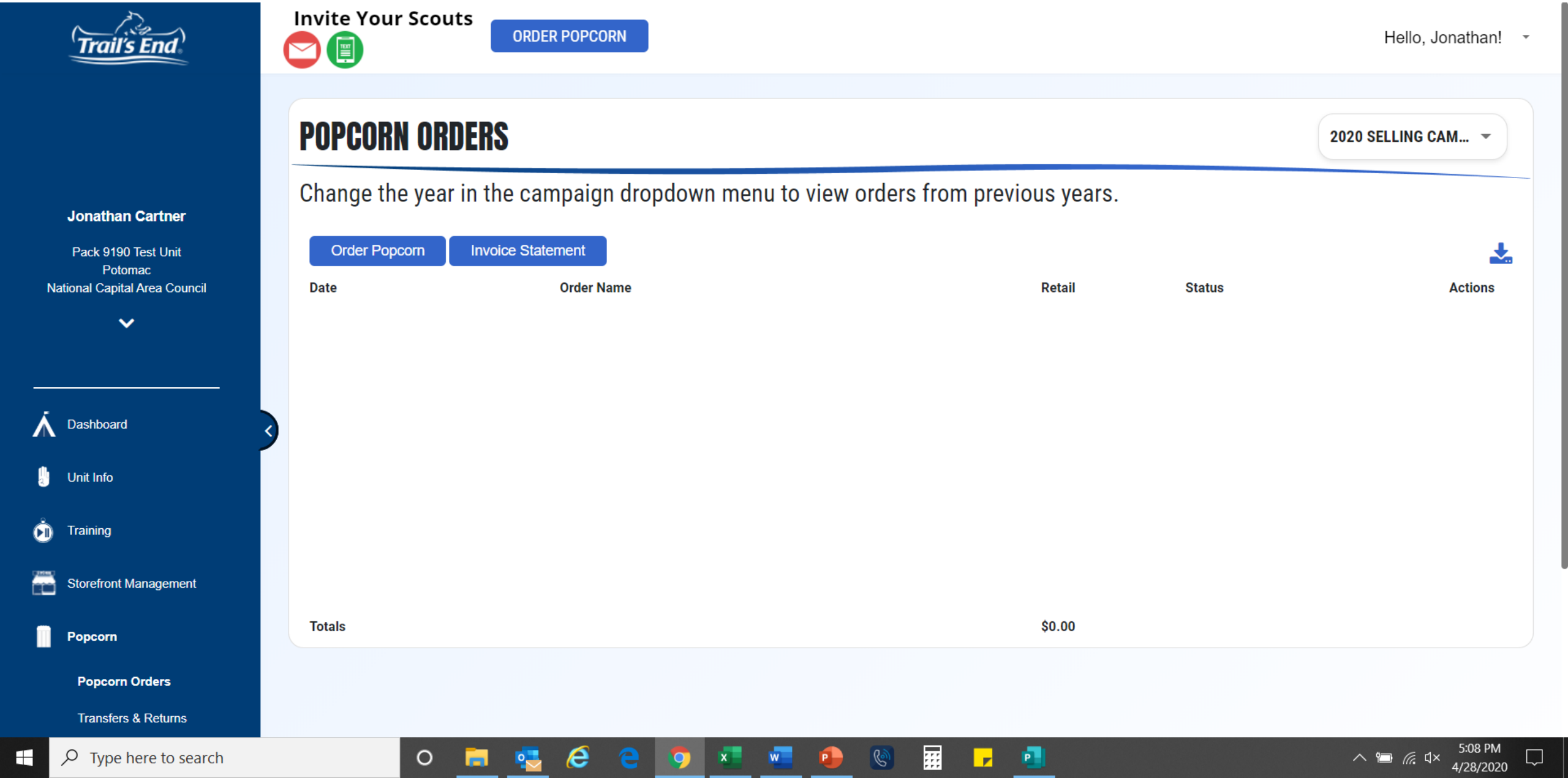
ADD STOREFRONT +

No data available

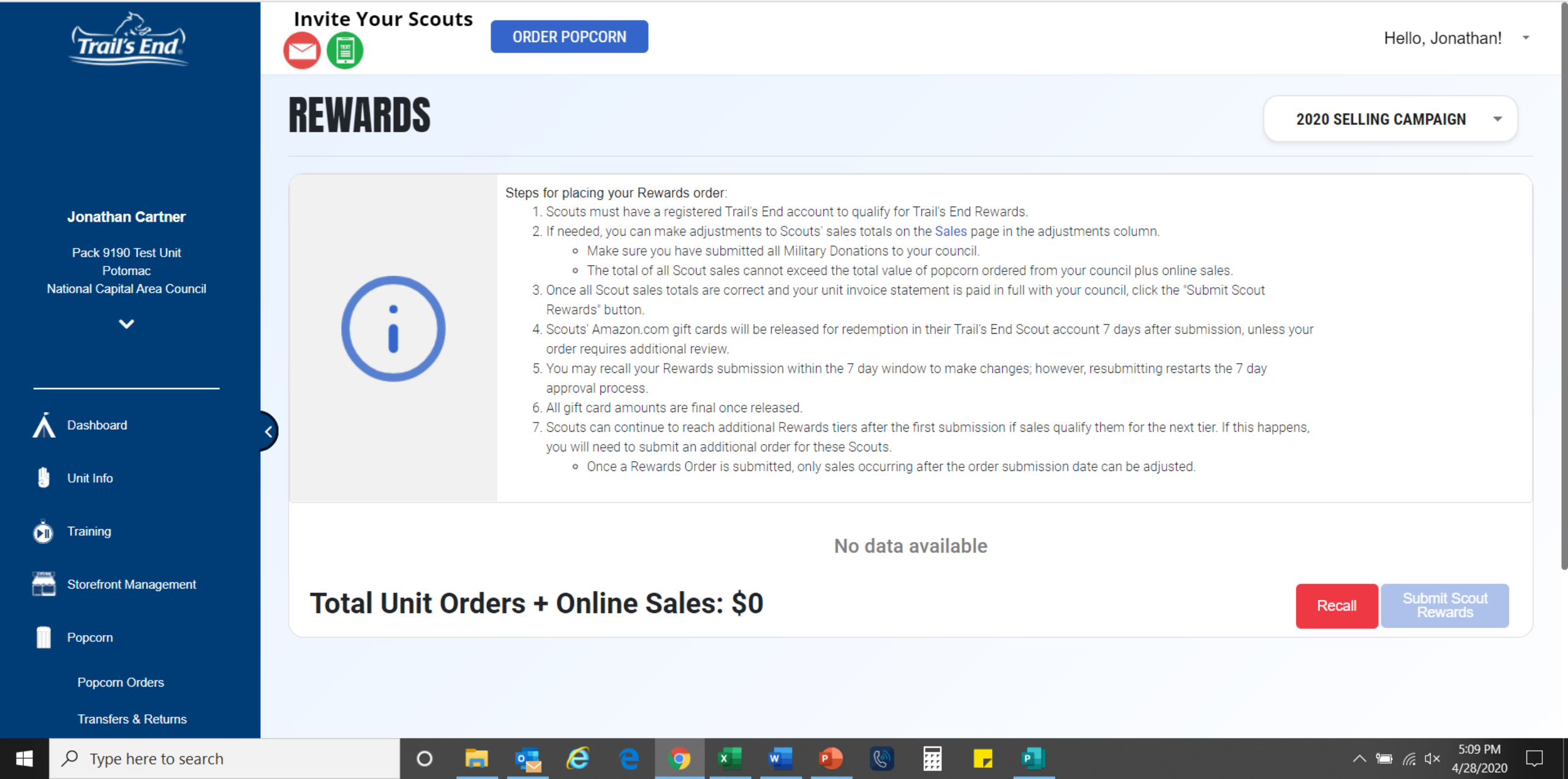
Type here to search

5:08 PM
4/28/2020

Unit Leader Portal



Unit Leader Portal



Unit Leader Portal

Trail's End

Invite Your Scouts

ORDER POPCORN

Hello, Jonathan!

Jonathan Cartner

Pack 9190 Test Unit
Potomac
National Capital Area Council

- Dashboard
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ACCOUNT SUMMARY

2020 SELLING CAMPAIGN

OPEN BALANCES

Due to Council: $0.00

Invoice Statement

Unit Payout Available: $0.00

Unit Credit Pending: $0.00

Next Available Payout Date: 05/14/2020

Request Payout | Payout History

UNIT COMMISSION DETAIL

Commission Type	%	Status
Base	31	☑

COUNCIL BALANCE: TRANSACTION HISTORY

No data available

Type here to search

5:22 PM
4/28/2020

Unit Leader Portal

Invite Your Scouts

ORDER POPCORN

Hello, Jonathan!

Jonathan Cartner

Pack 9190 Test Unit
Potomac
National Capital Area Council

- Dashboard
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  - Transfers & Returns
- Rewards
- Acct. Summary

Master Shift Report

This report provides a list of all storefront shifts over the specified date range

Run Report

Undelivered Items by Scout

This report serves to create a list of packing slips for each Scout. That way the PK knows what popcorn each Scout needs to fill their undelivered orders.

Run Report

Inventory Transaction Report

This report provides a list of inventory transactions for your unit, Scouts, and storefronts.

Run Report

Sales Transaction Report

This report provides a list of sales transactions.

Sales Transaction Detail Report

This report provides a list of transaction details by sale.

Type here to search

5:23 PM
4/28/2020

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Join us on Facebook!

Trail's End Popcorn Community
Over 70,000 Popcorn Kernels sharing their ideas!

https://www.facebook.com/groups/TEPopcornCommunity

Text **FACEBOOK** to 62771 to join!

NCAC Specific pages:

https://www.facebook.com/NCACPopcorn/

https://www.ncacbsa.org/popcon

TRAIL'S END WEBINARS

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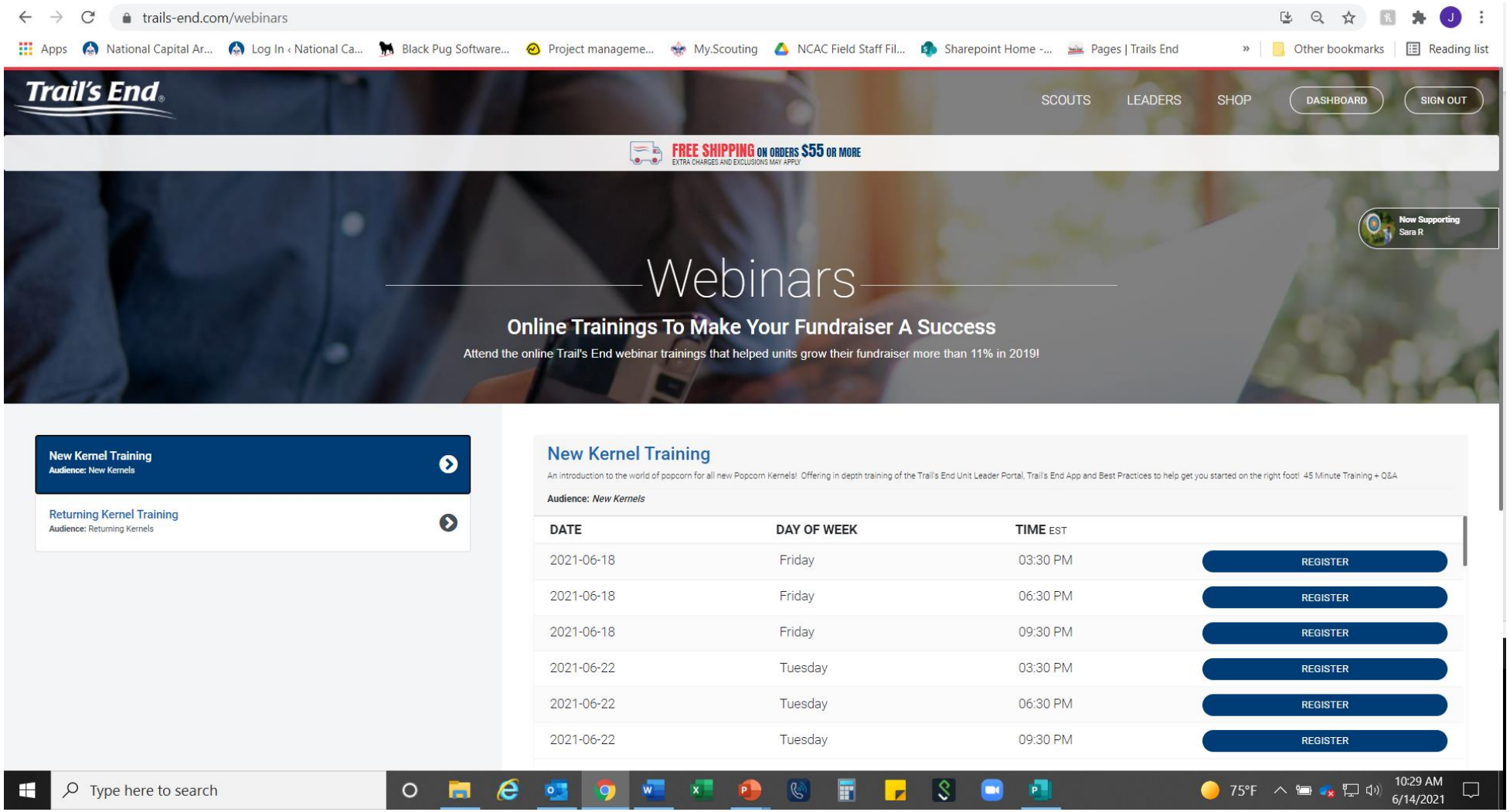
https://www.trails-end.com/webinars



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Commission Percentages

ONLINE DIRECT	**30%**
TRADITIONAL	**31%**
ATTEND ORIENTATION	**+2%**
Average $400 per Scout **based on June 30 membership*	**+2%**

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KEY DATES

ORDER #1	**JULY 24TH**
DISTRIBUTION #1	**AUG. 14TH**
ORDER #2	**SEPT. 11TH**
DISTRIBUTION #2	**SEPT. 25th**
FINAL ORDER	**OCT. 23rd**
FINAL DISTRIBTION*	**NOV. 13TH**

*INVOICE DUE AT FINAL DISTRIBUTION- BRING CHECK POSTDATED TO NOV. 23RD

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Customer Support

TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP
Trail's End Popcorn Community

VISIT OUR WEBSITE
www.Trails-End.com

EMAIL US:
Support@trails-end.com

NEED HELP? VISIT OUR FAQs:
www.Support.Trails-End.com

NCAC SUPPORT:

Jonathan Cartner: Staff Advisor
Jonathan.Cartner@scouting.org
301-214-9115

Matthew Hilley- Assoc. Advisor
Matthew.Hilley@scouting.org
301-214-9165

Todd Bolick- Assoc. Advisor
Todd.Bolick@Scouting.org
301-214-9127

Dana Hock- Assoc. Advisor
082popcorn@scouting.org

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8. 2021 TE Rewards
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