



Council Content Package

Trail's End is excited to announce our first ever official **Holiday Product Line Up!** These festive treats will bring some holiday cheer to the Online Direct fundraiser and **will ship to customers in time for the holidays**, with shipping beginning November 11.

We want to help your units get the most out of this fun opportunity and have included a complete promotional package full of resources for you to share with your units. Be sure to act fast! Just like the holidays, these products are only available for a **limited time!** Trail's End is accepting Online Direct orders for the Holiday Line Up October 9 - 26, so don't wait! Download the promo package and share with your district leaders and units today!

Use the images below in your email and social media:

- [Holiday Product Spread \(Social & Email Share\)](#)
- [Holiday Sale Social/Email Image Large \(Illustrated\)](#)
- [Holiday Sale Social/Email Image Small \(Illustrated\)](#)
- [Holiday Sale Social/Email Image \(Lifestyle\)](#)
- [Business Sales Postcard](#)

Sample Email & Social Text to LEADERS

Popcorn Kernels,

We have **new holiday products** to help boost your unit's sales!!!

Orders are available for a limited time and must be placed Online Direct by October 26th. Share the attached images with your Scouts and ask them to sign in and share with their friends and family via email, text, and social media every week. Holiday products start shipping November 11th, so it'll arrive in time for the holidays.

- [Holiday Product Spread \(Social & Email Share\)](#)
- [Holiday Sale Social/Email Image Large \(Illustrated\)](#)
- [Holiday Sale Social/Email Image Small \(Illustrated\)](#)
- [SCOUT Holiday Sale Social/Email Image](#)
- [Holiday Sale Social/Email Image \(Lifestyle\)](#)
- [Business Sales Postcard](#)



Sample Email & Social Text to SCOUTS

Scout families,

We have **new holiday products** to help boost your sales!!!

Orders are available for a limited time and must be placed Online Direct by October 26th. Make sure you sign in and share with your friends and family via email and social media every week. Holiday products start shipping November 11th, so it'll arrive in time for the holidays.

Interested in business sales? Check out the video and postcard below!

- [Video](#)
- [SCOUT Holiday Sale Social/Email Image](#)
- [Business Sales Postcard](#)