SERVICE
ADVENTURE
LEADERSHIP
SUPPORT LOCAL SCOUTING

UNIT FUNDING POPCORN RALLY
LAKE ERIE COUNCIL SALE REVIEW

240 Selling units (21 unit decrease)
$1,237,410 in traditional sales
$91,002 online sales
$1,328,412 total sales (10% increase)

$600,000 UNIT COMMISSION AND PRIZES
76% liked the simplified sale

“Thanks for improving the sale. We'll continue in 2019 to use it as the primary means for scouts to earn for summer camp and camping expenses.”

“Was much better in 2018 than 2017”

“Overall the 2018 sale was the best yet and I have been involved since 2015 in 2 councils. Keep up the great work, nobody ever said it would be easy.”

“Overall the selection and reintroducing tins was great this year.”
6, 7 or 8 week sale

“Keep it simple!”

“Providing some kind of editable spreadsheet for units to track sales would be great! It would have to include ability to track individual scouts as well as show n sell events. It's very daunting and hard to get volunteers if we tell folks they have to figure out their own tracking system.”

“I would like the amnesty period to be longer.”

“Kettle corn!!!”

“Ohio State tin”
A simple and compelling way for units to fund their amazing program with excellent support from their council!
PRODUCTS

**Chocolate**
- Milk Chocolate
- White Chocolate
- Chocolate Covered
- Chocolatey Caramel

**$60**

**Peanut Caramel**
- Toffee, cashews

**$30**

**15 oz. Chocolate**
- Sweet, crunchy caramel, and creamy chocolate

**TAKE ORDER ONLY**

**20 oz. Butter**
- The perfect combination of popcorn, oil, salt and butter to make you feel like you’re at the movies.

**$20**

**16-PACK BUTTER**

**White Cheddar Cheese**
- The perfect combination of light, crisp popcorn and rich white cheddar cheese deliciousness in a easy bite.

**$20**

**Classic Caramel Corn**
- A traditional favorite full of rich caramel flavor.

**$20**

**Popcorn**
- Trail’s End popcorn kernels for those who like to make popcorn from scratch.

**$5**
UNIT COMMISSION

40%

NATION LEADING AMONGST BOY SCOUT COUNCILS
Join Scout leaders across the country to share best practices and new ideas!

facebook.com/groups/TEPopcornCommunity
SCOUTS BUY THE PRIZES THEY WANT WITH AN AMAZON.COM GIFT CARD

Amazon.com Gift Cards are claimed on the Rewards page within the Scout’s account in the app and Trails-End.com when certain sales levels are reached and approved by a unit leader.

BENEFITS FOR LEADERS

• **Save time** by not collecting prize orders from your Scouts
• **Save effort** by no longer distributing physical prizes
• **Happier** Scouts because they get the prizes THEY want

BENEFITS FOR SCOUTS

• **Higher prize value** than other fundraisers
• **Millions of prizes** to choose on Amazon.com
• **Prizes delivered directly to your door** faster than ever before
TRAIL’S END REWARDS

BUY THE PRIZE(S) YOU WANT WITH AN AMAZON.COM GIFT CARD

TO REDEEM YOUR AMAZON.COM GIFT CARD, SCOUTS MUST HAVE A REGISTERED TRAIL’S END ACCOUNT.

SEE MORE PRIZES AT REWARDS.TRAILS-END.COM

LEC REWARDS

TOP 70 SELLERS

Rent 25 VIP tickets to see the Cleveland Indians and program party

SELL $1,250

Rent 25 Cleveland Indians tickets, Rock ‘n Roll Fan and Family Fun

SELL $500

NO LIMIT

Sell above $15,000 and earn 9% of your total sales in the Form of an Amazon.com Gift Card

SELL $15,000

Earn a $1,350 Amazon.com Gift Card

SELL $10,000

Earn a $750 Amazon.com Gift Card

SELL $5,000

Earn a $350 Amazon.com Gift Card

TRAIL’S END REWARDS

Millions of prize choices on Amazon.com

Order when you’re ready

Pricing delivered directly to you

Sell & EARN

Earn an Amazon.com Gift Card to buy the PRIZE YOU WANT!

View All Rewards

Rewards.Trails-End.com

Trail’s End® REWARDS

Buy the prizes YOU want!
Sell $2,500
(combined face-to-face & online)
6% of your total sales each calendar year invested in your own college scholarship account.

Funded By Trail's End
INCENTIVES FOR SCOUTS

• **Top 75 Sellers:** Two (2) VIP tickets (improved seating) to see the Cleveland Cavaliers.

• **Sell $1,250:** Two (2) priority tickets to see Monster Jam Trucks or Disney on Ice.

• **Sell $650:** Two (2) free Cleveland Monsters tickets, Rock the House Day experience.
MANAGE YOUR ENTIRE SALE IN ONE PLACE!

1. Order Popcorn
2. Invite your Scouts to register
3. Set your unit and Scout goals
4. Manage your Scout Roster
5. Set your Storefront Sales Calculation Method
6. Give access to additional Popcorn Team members
7. Add your unit’s bank account to receive payments
8. Manage your unit’s:
   • Inventory
   • Wagon Sales
   • Storefront Sales
   • Online Sales
SAVE TIME MANAGING YOUR SALE!

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 schedule Scouts for storefronts.

FREE CREDIT CARD PROCESSING

Powered by Square | Paid by Trail’s End

- Every Scout, every sale will receive free payment processing.
- Square is the leading credit card solution for units.
- Compatible with all Square Readers (not required to take credit cards).

PROVEN RESULTS

Over 2,300 Scouts tested the app. It led to more sales!

- In 2018, over 190 units sold almost $2 million testing the app.
- Sales grew 26%.
- Credit card orders averaged 20% higher vs. cash.

TEXT APP TO 62771 TO GET A LINK TO DOWNLOAD.
TRAIL’S END APP

- **Point of Sale**
  - Wagon Sale
    - Add Products
    - Caramel Popcorn: $11.99
    - White Cheddar Cheese Popcorn: $10.80
    - Premium Caramel Corn w/ Nuts: $21.99
    - High Unbelievable Butter Microwave: $16.99
    - Cheesecake Caramel Crunch: $23.99
    - Cheese Lover’s Box: $39.99
    - Chocolate Lover’s Tin: $33.99
    - Silver Level Military Donation: $20.80
    - Gold Level Military Donation: $15.99
  - View Order Summary
  - Take $40 Payment

- **Payment**
  - Wagon Sale
    - Payment Type
      - Credit/Debit Card
      - Cash
    - Swipe Card Now
  - Enter Card Manually
  - Customer Info
    - Record Customer Info
  - View Order Summary
  - Take $40 Payment

- **Storefront Scheduling**
  - Storefront Shifts
    - Kroger 96th Street
    - Date: Wed., Aug. 29
    - Time: 8:00 AM - 10:00 AM
    - Location: Kroger
    - Sign Up
  - View Shifts
  - Back to Storefront Shift

- **Sale Tracking**
  - Your Goal: $1,000
    - Total Sales
      - Wagon: $200 (40%)
      - Storefront: $300 (40%)
      - Online: $100 (20%)
    - Storefront Shifts
      - Date: Wed., Aug. 29
      - Time: 10:00 AM - 12:00 PM
      - Location: Kroger
      - Sign Up
    - View Shifts
    - Back to Storefront Shift
UNIT LEADER PORTAL

INVITE YOUR SCOUTS

ORDER POPCORN

LEADER DASHBOARD

Unit Goal: $13,000

$2,300

$10,500 left to go.

Scouts' Goals: $5,000

$2,500

$2,500 left to go.

Total Unit Sales

$0

Storefront $0 0%
Personal $0 0%
Online $0 0%
Cash $0 0%
Credit $0 0%

Feed

0 out of 1 registered Scouts recorded an online order.
0 out of 1 registered Scouts recorded an app order.
10 out of 20 storefront sites shifts have been claimed.
0% 0% 50%
# UNIT LEADER PORTAL

## INVITE YOUR SCOUTS

ORDER POPCORN

HELLO, BRANDON!

## STOREFRONT SALES

<table>
<thead>
<tr>
<th>Total Storefront Sales</th>
<th>$750</th>
</tr>
</thead>
<tbody>
<tr>
<td>Storefront Sales Split</td>
<td>Individual</td>
</tr>
<tr>
<td>Cashed Owed to Unit</td>
<td>$477</td>
</tr>
</tbody>
</table>

### Registered Shifts

- Today: 17/20
- Tomorrow: 0/5

### STOREFRONT SITES

<table>
<thead>
<tr>
<th>SITE NAME</th>
<th>DATE</th>
<th>CITY</th>
<th>SHIFT STATUS</th>
<th>ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kroger – 96th St.</td>
<td>01/25/2019</td>
<td>Indianapolis</td>
<td>0/5</td>
<td>Select One ▼ GO!</td>
</tr>
<tr>
<td>Home Depot – Washington Blvd.</td>
<td>01/27/2019</td>
<td>Carmel</td>
<td>2/4</td>
<td>Select One ▼ GO!</td>
</tr>
<tr>
<td>Kroger – 96th St.</td>
<td>01/28/2019</td>
<td>Indianapolis</td>
<td>3/5</td>
<td>Select One ▼ GO!</td>
</tr>
<tr>
<td>Meijer – Whitestown Blvd.</td>
<td>01/29/2019</td>
<td>Whitestown</td>
<td>0/5</td>
<td>Select One ▼ GO!</td>
</tr>
<tr>
<td>Meijer – Whitestown Blvd.</td>
<td>01/30/2019</td>
<td>Whitestown</td>
<td>0/5</td>
<td>Select One ▼ GO!</td>
</tr>
</tbody>
</table>

Showing 5 of 40 Storefront Sites
UNIT LEADER PORTAL

INVITE YOUR SCOUTS

ORDER POPCORN

HELLO, BRANDON!

ONLINE SALES

Online Sales: $5,750

Scouts with Online Orders: 15

Online Orders: 70

Year to Date

Avg. Order: $82

Sales Over Time

Scouts' Online Activity

Top Selling Online Products

Number of Shares

Number of Visitors

Number of Orders

Others: 9.1%

Peanut Clusters: 11.4%

Trail Mix: 22.7%

Chocolate Lovers Tin: 10.2%
### Customer Orders

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Email</th>
<th>Order Number</th>
<th>Amt.</th>
<th>Date</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beckham</td>
<td>Williams</td>
<td><a href="mailto:bwilliams@gmail.com">bwilliams@gmail.com</a></td>
<td>1234567089</td>
<td>$30</td>
<td>01-12-19</td>
<td>View Thank Customer More Support</td>
</tr>
<tr>
<td>Nicole</td>
<td>Williams</td>
<td><a href="mailto:nwilliams@gmail.com">nwilliams@gmail.com</a></td>
<td>1234567090</td>
<td>$30</td>
<td>01-12-19</td>
<td>View Thank Customer More Support</td>
</tr>
<tr>
<td>Brian</td>
<td>Williams</td>
<td><a href="mailto:brian.williams@gmail.com">brian.williams@gmail.com</a></td>
<td>1234567123</td>
<td>$30</td>
<td>01-12-19</td>
<td>View Thank Customer More Support</td>
</tr>
<tr>
<td>Issiah</td>
<td>Wilson</td>
<td><a href="mailto:isaiah@gmail.com">isaiah@gmail.com</a></td>
<td>1234567350</td>
<td>$30</td>
<td>01-12-19</td>
<td>View Thank Customer More Support</td>
</tr>
<tr>
<td>Aaron</td>
<td>Naviaux</td>
<td><a href="mailto:naviaux@gmail.com">naviaux@gmail.com</a></td>
<td>1234567521</td>
<td>$30</td>
<td>01-12-19</td>
<td>View Thank Customer More Support</td>
</tr>
</tbody>
</table>

Showing 5 of 10

### Customer Locations

![Map of customer locations in the US](image)

### Online Sales Leaderboard

<table>
<thead>
<tr>
<th>Rank</th>
<th>Scout</th>
<th>District</th>
<th>Council</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Evan V</td>
<td>Chisholm Trail</td>
<td>Capitol Area</td>
<td>$12,740</td>
</tr>
<tr>
<td>2</td>
<td>Savannah T</td>
<td>Lafayette</td>
<td>Oconeechee</td>
<td>$10,646</td>
</tr>
<tr>
<td>3</td>
<td>Declan T</td>
<td>Brevard</td>
<td>Mt. Diablo Silverado</td>
<td>$10,505</td>
</tr>
<tr>
<td>4</td>
<td>Scouting I</td>
<td>Daniel Morgan</td>
<td>Palmetto</td>
<td>$10,464</td>
</tr>
<tr>
<td>5</td>
<td>SGA P</td>
<td>3 Huron Trails</td>
<td>Michigan Crossroads</td>
<td>$8,035</td>
</tr>
</tbody>
</table>

Showing all 10 entries.
SCOUT REWARDS

Drag and drop the rewards you want to between the Rewards Available and Your Rewards columns below. From there, we’ll tell you how much you need to raise to hit your goal! NEEDS TO BE A CONTENT BLOCK WITHIN THE CMS TO ADD COPY/IMAGE/TABLE HERE TO EDUCATE SCOUTS ON THE NEW PROGRAM.

Rewards Available on Amazon.com

<table>
<thead>
<tr>
<th>Name</th>
<th>Value</th>
<th>Need to Sell</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nintendo Switch Lab</td>
<td>$500</td>
<td>$500</td>
</tr>
<tr>
<td>iPhone XR</td>
<td>$1,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Skeeball</td>
<td>$35</td>
<td>$350</td>
</tr>
</tbody>
</table>

Your Rewards to Buy with Your Gift Card

<table>
<thead>
<tr>
<th>Name</th>
<th>Value</th>
<th>Need to Sell</th>
</tr>
</thead>
<tbody>
<tr>
<td>LEGO Vechron</td>
<td>$250</td>
<td>$750</td>
</tr>
<tr>
<td>L.8yze Quadcopter</td>
<td>$200</td>
<td>$700</td>
</tr>
</tbody>
</table>

Total Value of Reward: $450
Your Fundraising Goal: $1,450
TRAIL’S END APP

Go to App.Trails-End.com/unit-training to register for training webinars!

Thursdays (June 20-Sept 12), 6:30 PM & 9:30 PM EST
Saturday, July 20, 12:00 PM EST
Saturday, August 24, 12:00 PM EST

For support go to: teappsupport@trails-end.com
Q&A

Go to App.Trails-End.com/unit-training to register for training webinars!
$20,000 OF REWARDS EACH WEEK
12 weeks: August 12 – November 3

TO QUALIFY
- Scouts earn one (1) entry for every $100 in credit card sales (App + Trails-End.com) each week.
- Note: The storefront split calculation set by the unit leader will impact credit card credit.

REWARDS FOR SCOUTS
- One (1) family vacation awarded as a $2,500 Visa Gift Card each week.
- Up to 1,750 $10 Amazon.com Gift Cards rewarded as “Instant Wins” awarded each week.

SELECTION AND FULFILLMENT OF REWARDS
- Winners will be randomly selected; nationally for vacation winners and regionally for instant winners.
- Winning Scouts claim Amazon.com Gift Cards in their Trail’s End Scout accounts.
- Visa Gift Cards mailed to winners by Trail’s End.
2018 Proven Results: Nationally, online continues to grow at 28%.

**BENEFITS FOR UNITS**
- No risk of excess inventory.
- No handling product.
- No cash collection.
- No extra work!

**BENEFITS FOR SCOUTS**
- Higher sales - average online sale $73 vs $22 face-to-face.
- More product variety.
- Sales count toward Trail’s End Rewards and Scholarship.
- Access to special TE online promotions and rewards.
## KEY DATES TO REMEMBER

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Show-N-Sell One Orders Due</td>
<td>September 3</td>
</tr>
<tr>
<td>Show-N-Sell One Product Distribution</td>
<td>September 13/14</td>
</tr>
<tr>
<td>Amnesty Window</td>
<td>September 14-October 8</td>
</tr>
<tr>
<td>Show-N-Sell Returns</td>
<td>November 4</td>
</tr>
<tr>
<td>Take Order Due</td>
<td>November 6</td>
</tr>
<tr>
<td>Show &amp; Sell Payment Due to Council</td>
<td>November 6</td>
</tr>
<tr>
<td>Take Order Distribution</td>
<td>November 15/16</td>
</tr>
<tr>
<td>Final Payment Due to Council</td>
<td>December 2</td>
</tr>
</tbody>
</table>
POPCORN TEAM TRAINING

- Videos at Trails-End.com
- Developed by Team that sold $190,000
- Focused on Show n Sell/Show n Deliver
- No login required—watch anytime

24 VIDEOS (40 MINUTES)

- Team Building & Planning
- Ways to sell
- Show n Sell basics
- Scheduling shifts
- Merchandising a table
- Training Scouts & Parents
- Show n Deliver basics
- Kick-offs
- Logistics of the sale
- And much more on Trails-End.com
RESOURCES

✓ Popcorn Leaders Guide
✓ Order Forms & Amazon Rewards Flyer
✓ Thank You Donation Receipts
✓ Sample Product
✓ Banner
✓ Posters
✓ Doorhangers
✓ Collection Envelopes
POPCORN RESOURCES

At the Lake Erie Council, “Units are the Center.” This concept is key to our future as one of our primary goals is to build and serve healthy and strong units. One component of a healthy and strong unit is its ability to fund unit program and recruit and engage new members.

What is the goal with the popcorn sale?

A simple and compelling way for units to fund their amazing program with excellent support from the council.

2019 Highlights

- 40% Commission
- New Trail's End App
- New Unit Leader Portal
- Free online shipping
- No credit card fees
- Scout Rewards with Amazon


https://lecbsa.org/popcorn
WE ARE TO HELP YOU SUCCEED

COUNCIL CONTACT INFO

Heather McMillan: Popcorn Hotline
Heather.mcmillan@scouting.org
(216) 458-8911

John Fabsits: Staff Advisor
John.Fabsits@scouting.org
(216) 458-8907

Laurie Bott: Cub Scouts Unit Funding
csdiv.unitfunding.spc@gmail.com

Jack Vitale: Scouts BSA Unit Funding
jvitale1@cox.net

SUPPORT

Facebook Group
facebook.com/groups/TEPopcornCommunity

Trail’s End App Support
teappsupport@trails-end.com

General Support
support@trails-end.com

LEC Popcorn website
https://lecbsa.org/popcorn
THANK YOU

Join us on Facebook!

facebook.com/groups/TEPopcornCommunity