

## **2023 POPCORN DATES**

Storefronts available for signup "Take order" and Online sales begin August 1 Initial Order Due Popcorn pickup Wagon & Storefront sales begin: Replenishment order due Replenishment order pickup Last day to return inventory Last storefront sale Final orders due Final order distributed Cash due to Popcorn Kernel Final payment due to Council Popcorn Celebration!

July 15 August 20 September 7 September 8 September 17 September 28 November 1 TBD by unit November 2 November 16 TBD by unit November 30 TBD by unit

#### Prepare.

Encourage all Scouts to download and setup the Trail's End App (for Scouts only) **Complete Unit Leader Planner** Secure storefront locations Sign up for Trail's End Webinar & Join the Facebook group Sell.

Encourage early sales Place popcorn order with Council Distribute popcorn and ensure deliveries Communicate & keep families informed Wrap up.

Submit Scout rewards Pay Council invoice or request a payout Celebrate your success!

### IN-PERSON PRODUCTS

It's simple, give customers what they like, and they buy more!





■ I CHECK OUT WHAT'S NEW! THE 2023 PRODUCT LINEUP! bit.ly/Product-Lineup





## REGISTRATION

 Register your Unit. New Kernel's will receive their username via email once approved by their Council.



■ Started is easy! **REGISTER TODAY!** trails-end.com/unit-registration

### RESOURCES

Ø Both seasoned and new Kernels benefit from attending a webinar. A recording will be found under Training Resources.



回标回 VIEW THE FULL SCHEDULE & REGISTER HERE trails-end.com/webinars

Stay connected with other Unit Leaders across the nation through Trail's End Popcorn Community.



SEE WHAT OTHERS ARE **SHARING & SAYING NOW!** facebook.com/groups/TEPopcornCommunity

Communicate with and keep your Scout families informed with the Scout Parent Guide.



■ TIPS & TRICKS FOR YOUR SCOUTS!

### PLANNING

② Leverage the Trail's End Unit Leader Planner to help hit your goals.



- YEAR OF SCOUTING! bit.ly/UL-Planner
- Plan your Unit Kickoff!



回后点回 DOWNLOAD THE 2023 UNIT **KICKOFF POWERPOINT NOW!** trails-end.com/leaders/training

## UNIT LEADER PORTAL

O Unit Housekeeping, Goal Setting, Sales Reports, Inventory, Training, Storefront Management



■ 😹 🔲 THE ONE-STOP-SHOP FOR **MANAGING YOUR SALE!** trails-end.com/leaders

# REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

POINTS

**GIFT CARD** 

#### **1.25 PTS PER** \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

#### **1 PT PFR** SOL CASH



Did You Know?! 1.750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!\*

EASIER!

EARN MORE



Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024. \*Based on average Council program. May vary in your Council.

## TRAIL'S END APP

trails-end.com/rewards

 Monitor Real-Time Sales, Inventory, and
Storefront Coverage.

Did You Know? When your Scouts use the App, you can monitor the sale in real-time!



#### ■ 家馆■ HAVE YOUR SCOUTS DOWNLOAD THE APP & START THEIR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download



App Store Get IT ON Google Play

#### Trail's End App Credit

 Accept Credit Card transactions directly through the App.

Did You Know? Recording Debit/Credit in the app is easy. You earn more Reward points, and Trail's End pays all the fees!



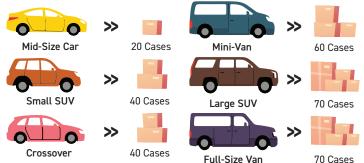


# MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell **BOTH** in-person and online average 90% MORE than Scouts that sell only in-person, and 5X MORE than those that sell only online!

- Online Direct: Sell online & ship directly to customers
- Storefront Sales: Leverage high foot traffic locations reserved by Unit Leaders Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!
  - 記書 LEARN HOW TO RESERVE WITH 口动法
    - **OUR STOREFRONT GUIDE!** bit.ly/Storefront-Guide
- Ø Wagon Sales: Direct sales to family, friends and neighbors (with adult supervision).

# DISTRIBUTION



\*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

## **COUNCIL INCENTIVES**

#### Scouts BSA and AOL (5th grade)

Sell \$2,500: One week at 2024 ISR Summer Camp or NYLT

#### Cub Scouts (K-4th grade)

Sell \$1,250: 2024 W. D. Boyce Council ISR Cub Resident Camp youth registration. May not be applied to Cub Day Camp

Council incentives are non-transferable between Scouts, may only be used within W. D. Boyce Council, BSA, and must be used in 2024 by a BSA-registered youth. No cash value alternative.

#### W. D. Boyce Council Popcorn Facebook Group



https://bit.ly/wdb-popcorn-fb