

A group of children are gathered outdoors, looking at plants and soil. One child is using a magnifying glass. The scene is dimly lit, with a dark overlay. A vertical red line is on the left side of the image.

**2022 POPCORN
KICKOFF!**

Del-Mar-Va Council

Trail's End



WORD OF THE SALE:

POSITIVITY!

[POZ-I-TIV-I-TEE]

The state or character of being positive: a positivity that accepts the world as it is. Something positive.



**Become
Decisions Makers**



**Learn Money
Management**



**Become
Goal Setters**



**Develop
Business Ethics**



**Become Future
Entrepreneurs**



**Learn People
Skills**

WHY POPCORN?

FUNDRAISING WITH POPCORN HELPS YOU

BENEFITS:

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon.com Gift Cards
 - Millions of prize choices.
 - Buy prizes you want.

LEARNING EXPERIENCE:

- How to help others around them.
- Public speaking and math skills.
- Salesmanship and perseverance.
- How to earn their own way.
- The value of hard work.
- To be part of something bigger.



FUNDING YOUR ADVENTURE!

Trails End Rewards
Camp Fees
Youth Leadership Training (NYLT)
Jamboree
Uniforms
Advancements
Awards
Annual Dues
Registration Fees
Community Service

Pinewood Derby
Raingutter Regatta
Blue & Gold Banquet
Unit Adventures
Camping
Unit Supplies
Unit Equipment
Camp Maintenance
Eagle Projects

#PoweredByPopcorn

Unit Goal: \$25,000 Scout Goals: \$1,000 (each)



A SUCCESSFUL SALE

Trail's End

A Successful Sale

TIPS & TRAINING

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

- Practice your sales presentation.
- Introduce yourself (first name only) and where you are from.

"Hi sir, my name is Brian and I am from (local unit)."

- Let people know what you are doing.

"I'm earning my way to Summer Camp."

- Close the sale.

"Can I count on your support?"

- Credit card sales are best for the Unit. Tell your customers

"We prefer credit/debit."

MORE EXAMPLES:

"Hi, My name is Savannah with (local unit). I am helping my Council raise money for camp scholarships as well as earning my own way to summer camp. Can I count on your support?"

"Hi, my name is Alex with (local unit). I am fundraising for my Eagle Project as well as earning my way to summer camp in Switzerland. Can I count on your support?"

Remember, Be polite and always say "Thank You", even if the customer does not buy.

MORE TIPS & TRAINING

MORE WAYS TO GET THE MOST FROM YOUR SALE!

- Practice your sales presentation.
- Always wear your field uniform.
- Never sell alone or enter anyone's home.
- Always walk on the sidewalk and/or driveway.
- Have mom and/or dad take the Trail's End App or order form to work.
- Remember, 2 out of 3 people will buy when asked at their door.
- Set a GOAL!
- Plan out how many sales you will need to reach your sales goal. Determine whom you will ask to help you reach your goal.

Share what you're doing and how you're helping others through the program!

A young boy with a backpack and arms outstretched in a forest, with another child in the background.

WAYS TO SELL!

Trail's End

Ways to Sell



ONLINE DIRECT

Online Direct sales are easier than ever for you to sell virtually to friends and family and face-to-face with the new functionality to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for a unit.

WAGON SALES

Take Order

Collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered at a later date. This can be taken through neighborhoods, to parents' coworkers, friends, and family.

WAGON SALES

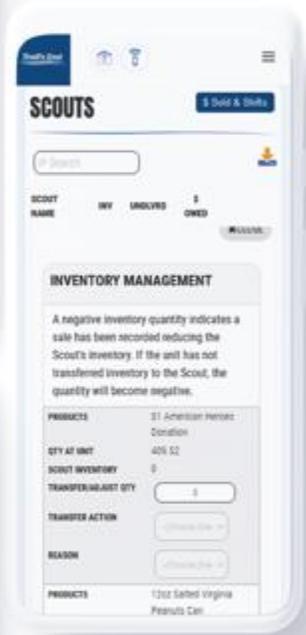
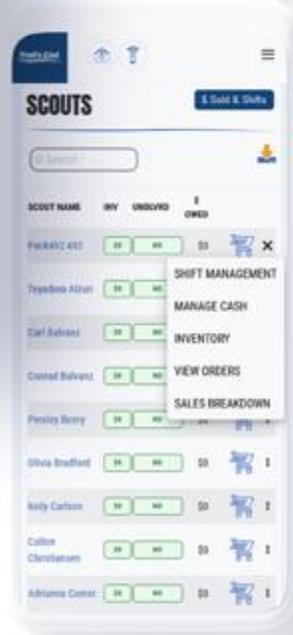
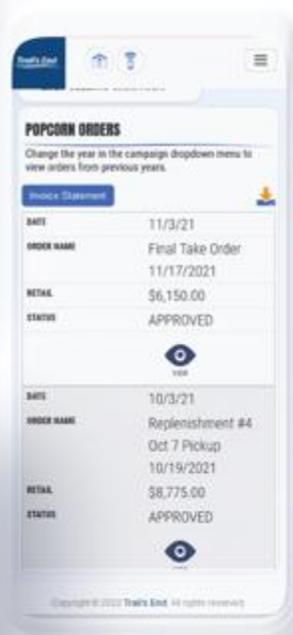
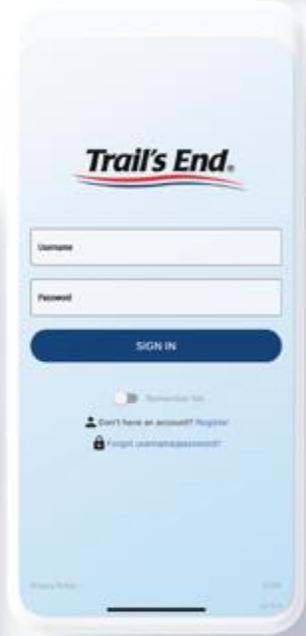
Door to Door with Product

You are bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home.

STOREFRONT SALES

Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in May) to reserve the best locations. It is best practice to have ONE child and ONE parent at each shift to cover more shifts during the course of the sale.

2022 TRAIL'S END TECHNOLOGY

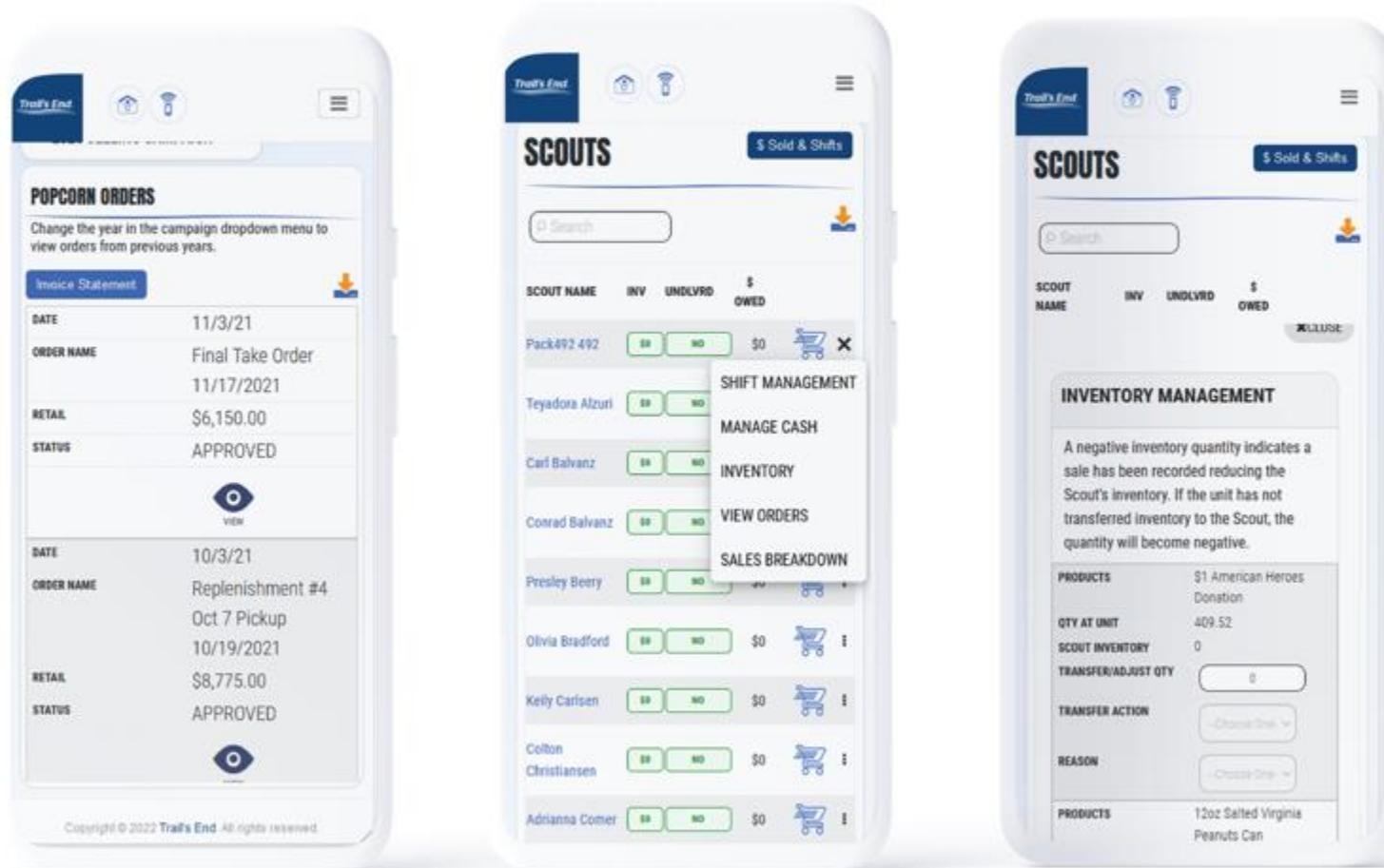


Unit Leader Portal



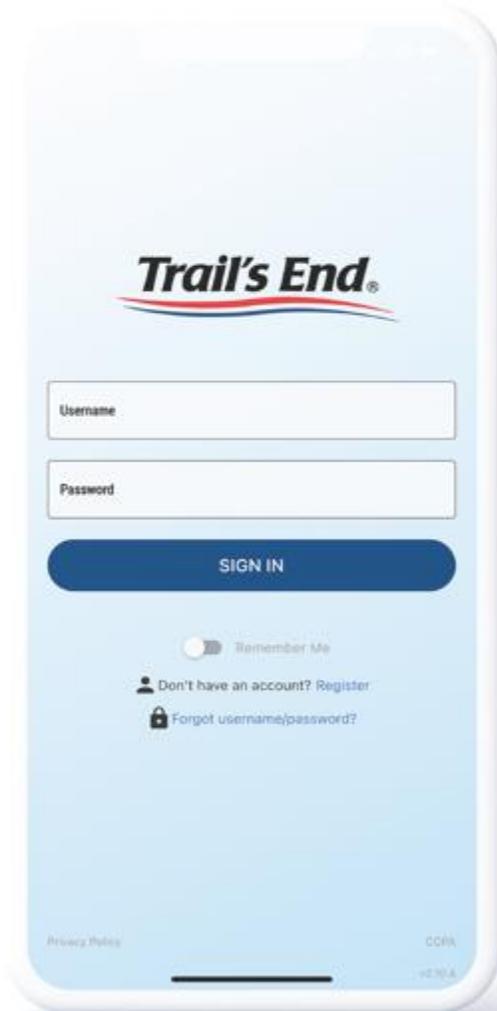
- The Unit Leader Portal is now mobile friendly where Units can access the portal while at a storefront or on the go.
- Units can manage their entire sale from their phone.
- Parent/Leaders/Scouts- TRAIN EVERYONE

Unit Leader Portal



All functionality built for mobile.

Trail's End App



AVAILABLE IN THE APPLE OR GOOGLE PLAY STORE

TEXT APP TO 62771 TO DOWNLOAD.

Required to Register:

- Council
- District
- Unit

1 Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit."

2 Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

Multiple Kids?

- Each kid must have their own registered account, even siblings.
- The same email can be used for multiple accounts
- Toggle between accounts within the app by clicking the name dropdown at the bottom of the screen.

Trail's End App

Trail's End

ACCEPTING CREDIT CARDS

Everyone can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

Manual Entry (no reader)

Type in the customer's card information.

Magstripe Reader (Android)

Swipe reader plugs into headphone jack.

Lightning Reader (Apple)

Swipe reader plugs into lightning jack.

Bluetooth Reader

Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC (contactless) cards.

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.



Trail's End Storefronts



Trail's End

Jared Shepherd
Pack 15
Timpanogos
Crossroads of the West Council

▼

- Dashboard
- Unit Info
- Training
- Storefront Management**
- Storefront Reservations

Invite Your Scouts [ORDER POPCORN](#)

GOAL PROGRESS

 **SET A GOAL!**
\$0 

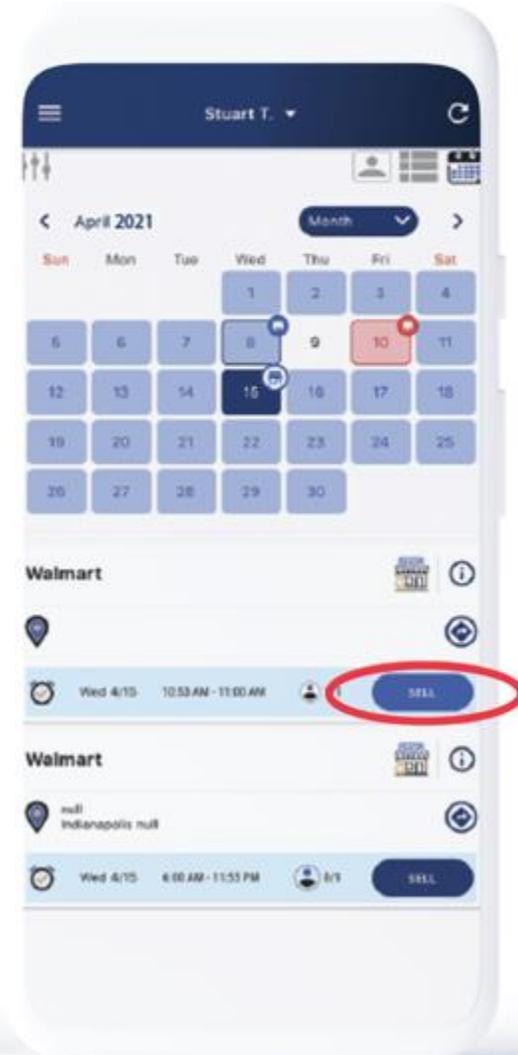
\$0

KEEP ON PUSHIN!
YOUR UNIT HAS MET THEIR GOAL

TOTAL SCOUTS



Trail's End Storefront Scheduling



Trail's End has booked top retailers FOR YOU!
(Examples: Lowe's, Walmart, your largest grocery chains)

Your unit doesn't have to spend time booking stores

Trail's End has pre-loaded top selling Units and their stores into the system

Easily managed through Leader Portal & the App



2022 TRAINING & LIVE SUPPORT

Trail's End

Trail's End Webinars



- Registration site is open for training!
- New and existing unit kernels are encouraged to attend.
- First session launches on July 9.

Register at: <https://www.trails-end.com/webinars>

Webinars

Online Trainings To Make Your Fundraiser A Success

Attend the online Trail's End webinar trainings that helped units grow their fundraiser more than 11% in 2019!

NEW Unit Leader Training

Audience: NEW Unit Leaders



Open Office Hours

Audience: All Unit Leaders



RETURNING Unit Leader Training

Audience: RETURNING Unit Leaders



NEW Unit Leader Training

Join us for a detailed training of not only Trail's End technology but also hear directly from other Unit Leaders and Scouts themselves on best tips & tricks for this year's sale.

Audience: NEW Unit Leaders

DATE	DAY OF WEEK	TIME ET	
2022-07-09	Saturday	01:00 PM	REGISTER
2022-07-13	Wednesday	06:30 PM	REGISTER
2022-07-23	Saturday	12:00 PM	REGISTER

Open Office Hours

Have a question or a few? Swing by our Trail's End Popcorn Community Facebook page every Wednesday starting Wednesday, July 27th at 7pm EST through Wednesday, November 9th at 7pm and we'll be LIVE to help answer any questions that come through.

Open office hours are in addition to the Customer Support email + Social Media platform support outlets provided.

TRAIL'S END REWARDS



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TRAIL'S END REWARDS*

BUY THE PRIZES YOU WANT WHEN YOU EARN AMAZON.COM GIFT CARDS

WHY DO KIDS LOVE TRAIL'S END REWARDS

- You get to buy the prizes you want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com.
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
- No collecting orders from families or distributing prizes.
- Simplified sale management.
- The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when kids sell with the App and Online.
- It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
- Trail's End helps train and motivated kids through the app.
- Leaders can wrap up the fundraiser and get back to unit adventures faster!

* Council participation may vary. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>

POINTS	GIFT CARD
17,500	10% <small>of total sale</small>
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

Earn More! Earn Easier! No need to write in orders!

1.25 PTS Per \$1 Sold App Credit / Debit Card (Wagon and Storefront)

1PT Per \$1 Sold Cash and Online Direct

A person in a pink shirt and sunglasses is climbing a rope. Two children in helmets are watching. The background is a clear blue sky.

2022 EXTERNAL FACTORS ON THE POPCORN CAMPAIGN

Trail's End

Economic Factors

- The BSA National Council is implementing a licensing fee on all product sales.
- In 2022, popcorn companies are having to collect \$0.50 per container. This will result in an increase on the retail price of the product.
- This fee will be assessed on traditional sales and online sales.

Product cost increases since January 2020:

Item	Increase % 01/2020 - 11/2021
Corn	54%
Oil	45%
Paper	36%
Film	30%
Corrugate	26%
Labor	25%

Diesel Fuel Costs Rapidly Rising...

U.S. On-Highway Diesel Fuel Prices*(dollars per gallon)

[full history](#)  XLS

	05/09/22	05/16/22	05/23/22	Change from week ago	Change from year ago
U.S.	5.623	5.613	5.571	↓ -0.042	↑ 2.318

- The opening price point of \$5 in 1980 equates to an opening price point of \$16.98 in 2021.
- An opening price point of \$15 on the 9oz Caramel Corn will raise your total sales.

A young boy with short brown hair is climbing a light-colored rock face. He is wearing a pink long-sleeved shirt, blue pants, and a climbing harness. A red rope is attached to his harness and extends upwards. The background is a textured rock surface. The image has a dark overlay.

PRODUCTS

Trail's End

Del-Mar-Va council has raised the following products' retail price point to account for the increased costs due to inflation as well as the \$0.50/container National Licensing Fee:

- Classic Caramel (\$15 from \$10)
- Popping Corn
- Unbelievable Butter MW (\$25 from \$20)
- White Cheddar (\$25 from \$20)
- Kettle Corn
- Chocolate Pretzels
- Sweet & Savory Collection (White Cheddar + Kettle)

2022 Traditional Products



70% back to local kids

KETTLE CORN & WHITE CHEDDAR GIFT BOX *New*

\$40 Over \$28 to local kids*



CHOCOLATEY PRETZELS

\$25 Over \$17 to local kids*



SALTED CARAMEL

\$25 Over \$17 to local kids*



WHITE CHEDDAR

\$25 Over \$17 to local kids*



SWEET AND SALTY KETTLE CORN

\$20 Over \$14 to local kids*



12PK UNBELIEVABLE BUTTER MICROWAVE

\$25 Over \$17 to local kids*



POPPING CORN

\$15 Over \$11 to local kids*



CARAMEL CORN

\$15 Over \$11 to local kids*



Trail's End.



SHOW YOUR SUPPORT WITH A DONATION TO HEROES AND HELPERS!

Send a gift of popcorn to our first responders, troops at-home or overseas, veterans, military families, local food banks, and charitable organizations.

Donation Levels:

\$50 \$30 \$1 Custom amount

Visit trails-end.com/terms for details.

More products available through online direct APP.



trails-end.com/store

Additional Online Products *

CAMPFIRE BLEND
K-CUPS



SALTED VIRGINIA
PEANUTS



HONEY ROASTED
PEANUTS



BEEF JERKEY



DARK CHOCOLATE
SALTED CARAMELS



FROSTED SNOWFLAKE
PRETZELS



PEPPERMINT
BARK



* Providing supply chain issues are minimized

2022 Product Allergens



PRODUCT	ALLERGENS						OTHER	
	SOY	WHEAT/GLUTEN	MILK/DAIRY	PEANUTS	TREE NUTS	EGGS	VEGAN	KOSHER
Chocolatey Pretzels	C	C	C	X	X	X		YES
Salted Caramel Popcorn	C	X	C	X	X	X		YES
White Cheddar Popcorn	X	X	C	X	X	X		YES
Sweet & Salty Kettle Corn	X	X	C	X	X	X		YES
Blazin' Hot	X	X	C	X	X	X		YES
12pk Unb. Butter Microwave Popping Corn			C				YES	YES
Caramel Corn	C	X	X	X	X	X	YES	YES
Beef Jerkey								
Dark Choc. Salted Caramels	C	X	C	X	X	C		YES
Honey Roasted Peanuts				C	X			
Peppermint Bark	C	X	C	X	X	X		
Frosted Snowflake Pretzels	C	C	C	X	X	X		

C - Product contains allergen

X - Product does NOT contain allergen, but is produced in a facility that handles Soy, Wheat, Milk, Peanuts, Tree Nuts, and Eggs



**PLACING YOUR
UNIT'S ORDERS
TO THE COUNCIL**

Trail's End

Ordering

START YOUR FUNDRAISER RIGHT NOW!

PLACING ORDERS

1. Login at www.trails-end.com.
Contact support@trails-end.com if you do not know your username and password.
2. Click the blue "Order Popcorn" button at the top of the dashboard once you login to the leader portal.
3. Ordering will only be available after Council enters the delivery site and opens ordering.
4. Click "Choose Delivery" and select site.
5. Enter quantities for each type in the Adjustment column or use "Auto Populate" button up top left to put in total \$ amount of order and it will divide out the order based on Council history
6. Click SUBMIT.
7. You will receive an email confirmation once Council approves the order.



Trail's End
VEHICLE CAPACITY ESTIMATES*

Mid-size Car	20 Cases
Small SUV	40 Cases
Crossover	40 Cases
Mini-van	60 Cases
Large SUV	70 Cases
Full-size van	70 Cases

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

The graphic features a blue background with a rainbow-colored arch at the top. Below the arch, the text 'Trail's End' is written in a white, italicized font. Underneath that, 'VEHICLE CAPACITY ESTIMATES*' is written in a bold, white, sans-serif font. The graphic lists six vehicle types, each with a corresponding colored car icon and a stack of popcorn cases. The vehicle types and their capacities are: Mid-size Car (yellow car, 20 cases), Small SUV (orange car, 40 cases), Crossover (red car, 40 cases), Mini-van (green van, 60 cases), Large SUV (brown car, 70 cases), and Full-size van (purple van, 70 cases). At the bottom, a small disclaimer states: '*The vehicle capacity estimates above are estimated without kids car seats, strollers, etc.'

A young boy with a backpack and a woman in a forest setting. The boy is wearing a yellow and white striped shirt and a black watch. He is holding a black walking stick and looking down at something in his hands. The woman is smiling and looking at the boy. The background is a lush green forest.

2022 COUNCIL SALE SPECIFICS

Trail's End

2022 Dates

- Summer Sale – as needed. Please contact your local District Kernel or District Executive
- Order #1 Order Deadline: August 19, 2022
- Order #1 Distribution Dates: September 1, 2022
- Order #2 Opens: September 1, 2022
- Order #2 Order Deadline: September 16, 2022
- Order #2 Distribution Dates: September 29, 2022
- Order #3 Opens: September 27, 2022
- Order #3 Order Deadline: October 21, 2022
- Order #3 Distribution Date: November 10, 2022

Return Deadline

- October 21, 2022

Show-N-Sells Open

- * All districts August 22, 2022

Payment Dates

- 100% payment due by November 11, 2022

2022 Commissions



Base Commission

Receive 35% Commission on all Show-N-Sell, Take order, and Online Sales.

Criteria

1. Use the TE app to track sales, inventory, and Show-N-Sell's
2. Attend a Kickoff
3. Make final payment on time

If base criteria are not met, the unit will receive 30% commissions and product ordered is not eligible to be returned

Increased Commission

Receive 40% Commission on all Show-N-Sell and Take order sales
35% on all Online Sales

Criteria

Complete Base Commission criteria plus:

1. Average \$300 sales per registered Scout (based on 6/30/22 membership)

OR

1. Minimum total sales of \$20,000

- ✓ **Contests/Drawings**
- ✓ **District Mystery Houses**
- ✓ **Top seller drawings**
 - ✓ **Top selling unit**
- ✓ **\$1000 Club event**
(tentatively 12/10/22 at ASR)

Council Contact Info

Popcorn Staff Advisor

Keli Witt 302-531-6507 / kwitt@delmarvacouncil.org

Director of Field Service

Paul Odom 443-523-6353 / podom@delmarvacouncil.org

popcorn@dmvc.org

DMVC Popcorn Forum

<https://www.facebook.com/groups/131877022298223/>

A group of children are sitting on the ground outdoors, looking at something in their hands. The image is darkened to serve as a background for the text.

HAVE QUESTIONS? GET ANSWERS.

[HTTPS://SUPPORT.TRAILS-END.COM/](https://support.trails-end.com/)

Visit the Support Portal of FAQs at support.trails-end.com

Get peer support 24/7 in the Trail's End Popcorn Community Group
www.facebook.com/groups/TEPopcornCommunity

Trail's End

A graphic element consisting of a blue and red swoosh or underline beneath the text "Trail's End".



THANK YOU

Trail's End