

Popcorn Sale Guidebook

2012



Welcome

TRAIL'S END
2012
POPCORN SALE

At Trail's End, our singular focus for over 30 years has been to help units and busy Scout families raise more money in less time to fund Scouting programs. To that end, we continuously improve our programs and products to provide a high return to local Scouting, and quality products that consumers enjoy and Scout families are proud to sell.

Trail's End provides all of the tools you need to raise more money to fund programs for your Scouts: from new and improved products, to innovative selling methods like online and mobile selling, Scout training videos, great motivational rewards, and easy-to use online communication and sale management tools.

This guidebook is just one of the tools we've designed to help you and your Scouts have a successful popcorn sale. Don't forget to visit **leaders.trails-end.com** for additional tools and tips for your popcorn sale! Happy Selling!



Steps for Success

Each page of this guidebook is dedicated to helping you and your Scouts have a successful popcorn sale. Don't forget to visit **leaders.trails-end.com** for additional important tools and tips for your popcorn sale.

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Plan Your Program

Enter all of your activities and costs by month to determine your total activity cost for the year.

September 2012	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

October 2012	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

November 2012	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

December 2012	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

January 2013	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

February 2013	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

March 2013	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

April 2013	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

May 2013	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

June 2013	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

July 2013	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

August 2013	
Activity	Cost
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total Cost	\$ _____

Total Activity Cost: \$

Plan Your Program (cont.)

Complete the Virtual Sale Planner on leaders.trails-end.com:

1. Know your program costs

- Use our program planner spreadsheet to help determine your program costs.

2. Finalize your unit incentive program

- Customize our Scout Incentive handout to showcase sale incentives for your unit.

3. Build your best popcorn kickoff ever

- Customize the downloadable PowerPoint presentation and refer to the room layout on page 11.

4. Communicate effectively with Scout families

- Use the parent handout and **FREE** Email Library to communicate with your Scouts and parents throughout the sale. Repetition and follow up are key to effective communication with Scout families!

5. Achieve your sales goal

- Make sure your Scouts take advantage of all the different ways to sell Trail's End Popcorn – face-to-face, online, and with the new Trail's End mobile app.

What else can I find on leaders.trails-end.com?

- Click on the Virtual Sale Planner link to download a copy of this Program Planner.
- Learn how Scouts can sell online and track your Scouts' online and mobile sales.
- Training videos.
- **FREE** Email Library to help you communicate with Scouts and parents.
- Promotional images to help you plan your program.
- Top selling Scouts and units from 2011.
- Trail's End product catalog.



leaders.trails-end.com

Set Your Goals

Once you've planned your unit's program, set your unit and Scout popcorn sale goals.

$$\begin{array}{rcl}
 \$ & & \\
 \hline
 \text{Total Activity Cost} & \div & \text{Unit Commission \%} \\
 \text{(pg. 2)} & & \\
 \hline
 & = & \text{Unit Sales Goal}
 \end{array}$$

$$\begin{array}{rcl}
 \$ & & \\
 \hline
 \text{Unit Sales Goal} & \div & \text{Number of Scouts} \\
 & & \text{in your unit} \\
 \hline
 & = & \text{Scout Sales Goal}
 \end{array}$$



Don't forget to encourage your Scouts to set goals, too. Scouts can set their face-to-face sales goal on their order form within the Trail's End Family Guide. Scouts can set online/mobile sales goals within their accounts on scouts.trails-end.com.

What's New

Check out the new items Trail's End has to offer in 2012.

- **NEW** \$600 Club Prize: Scout choice of \$20 gift card!
Scouts can get what they want, when they want it!
- **NEW** program patch or pin for selling one item:
Powered by Popcorn, Powered by You.
- **NEW** Mobile App.
(Turn to page 7 for more information about mobile selling.)
Free app designed specifically for Scouts.
 - Allows Scouts to take credit card orders anytime, anywhere.
 - Trail's End ships the product directly to the customer.
- All microwave products have **IMPROVED** flavor!
- Caramel Corn with Almonds and Pecans has **MORE** nuts!
- **NEW** Chocolate Lover's Collection.
- **NEW** Sour Cream and Cheese Corn included in the
Cheese Lover's Collection and Sweet & Savory Collection.
- **NEW** videos and tutorials on leaders.trails-end.com and
scouts.trails-end.com.



**IMPROVED
FLAVOR!**



**MORE
NUTS!**



NEW!



Trail's End Products

Trail's End is committed to bringing you and your customers the most flavorful and healthiest products possible.

We want to make sure Scouts feel good about what they sell. That's why we uphold the highest quality standards of anyone in the business to ensure that our Trail's End premium gourmet snacks not only taste great, but are healthier too.

The entire Trail's End product line has 0g trans fat and no partially hydrogenated oils. All popcorn products are 100% whole grain.

Canola Oil

- Our microwave popcorn and cheese corn products are made with canola oil, which has 0g trans fat and low saturated fat.
- Canola oil replaces bad saturated fats with good unsaturated fats.
- Canola oil is sourced from North America and does not contribute to deforestation.



Chocolate Products

- Our wide variety of chocolate products contain no hydrogenated oils.



Product Improvements

- Our microwave popcorn products have **MORE** flavor than ever before!
- **MORE** nuts in our Caramel Corn with Almonds and Pecans!



flavorful & healthy

Online and Mobile Sales

Your Scouts can reach additional friends and family when they sell Trail's End on **www.trails-end.com** or through the new mobile app. 70% of all online and mobile sales goes to local Scouting.

Online and mobile sales count toward Scout Rewards!

- All online and mobile sales beginning August 1 through your council's fall sale end date count toward Scout Rewards. Sign in or create an account on leaders.trails-end.com to find your council's fall sale end date.



Benefits of online and mobile selling:

- It's fun and easy!
- Scouts can earn bonus rewards. Go to facebook.com/trailsendpopcorn to learn about bonus rewards from Trail's End.
- Less inventory. Online and mobile orders are shipped directly to the customer, so you don't have to worry about extra product to deliver.

How does online selling work?

- Scouts create their own accounts to sell online on scouts.trails-end.com and contact customers to make online purchases on their behalf.
- Customers make purchases on trails-end.com and orders are shipped directly to them.
- Leaders create their own accounts to view their Scouts' online sales at **leaders.trails-end.com**. Once signed into your account you can view online and mobile sales by Scout, and also invite Scouts within your unit to sell online.



Take credit card orders
anytime, anywhere!



NEW Trail's End Mobile App!

Sell online with your mobile device! The mobile app allows Scouts to take credit card orders anytime, anywhere. It's **FREE** and available to download for iPhones, iPads and Android phones.

How does the mobile app work?

- Scouts go to scouts.trails-end.com to **download the mobile** app to their mobile device.
- Scouts **sign in** to the mobile app with the account they created to sell online.
- Customers make a purchase through the mobile app. The product is **shipped directly** to the customer and the Scout gets credit for the sale.
- **All mobile and online sales are reported** within the mobile app and within the Scout's account on scouts.trails-end.com.

Scouts create their own accounts to sell online and through the mobile app. Your Scouts can follow the simple steps listed on the front of their Trail's End Family Sales Guide.

Our website and mobile app are safe and secure.

- Trails-End.com and the Trail's End mobile app are **100% COPPA compliant** (Child Online Privacy Protection Act of 1998) for Scout safety.
- Trails-End.com and the Trail's End mobile app are **100% PCI compliant** (Payment Card Industry) for consumer credit card security.

How to promote online and mobile selling.

- **At your popcorn kickoff and meetings.** Download the mobile app to your mobile device to demonstrate to Scouts. If you have access to the internet at your kickoff, have a computer available so Scouts can create their accounts on scouts.trails-end.com.
- **Offer incentives** for top online and mobile selling Scouts.
- **Follow up** after your kickoff! Send emails to your Scout families about online and mobile selling on a weekly basis. Keep them updated on unit incentives and bonus giveaways from Trail's End.

Get
Online & Mobile
in October!

Scouts who
sell \$500 online,
through the mobile app, or both
in October will earn a
BONUS \$20
Amazon.com Gift Card from Trail's End!*



*Amazon.com is not a sponsor of this promotion.
See leaders.trails-end.com for more information.

It's fun and easy!

Scout Rewards

The Possibilities Are Endless!

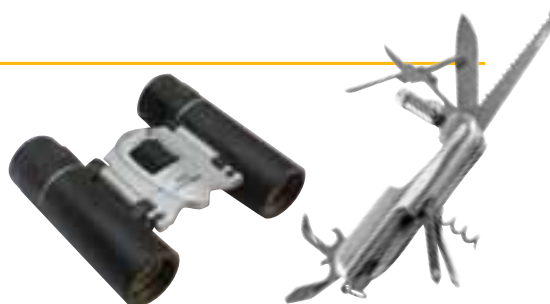
ALL NEW Scout Rewards program.

Online and mobile sales count
toward your Scout Rewards!
(starting August 1 through your council's fall sale end date)

**SELL
\$250**

your choice of:

**\$10 gift card
Binoculars
Multi-function knife**



**SELL
\$350**

your choice of:

**\$15 gift card
LEGO Creator
Blue Roadster
Nalgene water bottle**



**SELL
\$450**

your choice of:

**\$20 gift card
LEGO Creator
Propeller Adventures
6-piece camp kit**



Sell

- \$650 = \$30** gift card
- \$850 = \$40** gift card
- \$1,100 = \$55** gift card
- \$1,300 = \$75** gift card
- \$1,800 = \$110** gift card
- \$2,300 = \$150** gift card



Scouts get what they want, when they want it!

BONUS

Rewards

BONUS

Sell
\$600



your choice of:

\$20
Gift Card!

BONUS

Sell
\$1500



your choice of:

\$50
Gift Card!

BONUS

Sell
\$2500



6% of your total sales
each year is invested in your
own scholarship account.

Motivate your Scouts by offering your own unit incentives.

- Pie in the leader's face for Scouts who hit a specific sales level.
- Pizza party for the top-selling den or patrol.
- Top seller prizes like camping equipment or sporting goods.

motivate Scouts to sell

* Amazon.com is not a sponsor of this promotion. Except as required by law, GCs cannot be transferred for value or redeemed for cash. GCs may be used only for purchases of eligible goods on Amazon.com or certain of its affiliated websites. For complete terms and conditions, see www.amazon.com/gc-legal. GCs are issued by ACI Gift Cards, Inc., a Washington corporation. © 2012 Amazon.com Inc. and/or its affiliates, 2012.

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Plan and Host a Kickoff

Motivate your Scouts and parents.

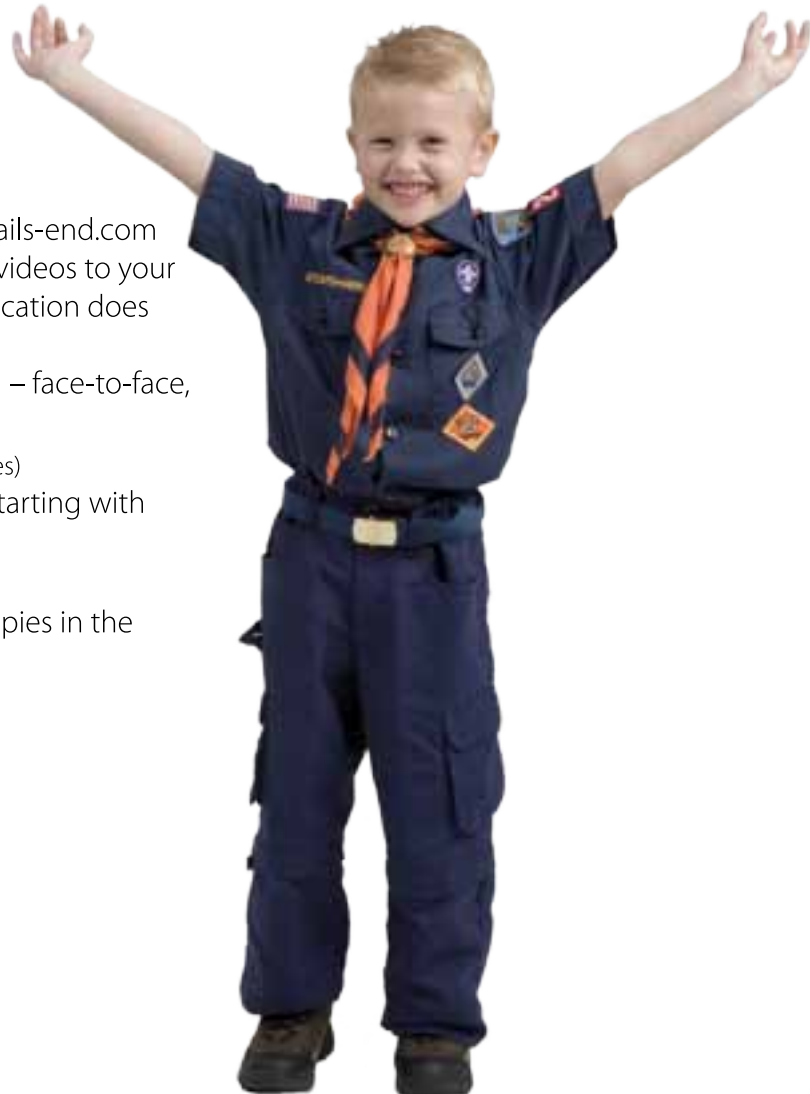
- Keep it fun!
- Keep it moving!
- Keep it short!

Show parents and Scouts the benefits of selling popcorn.

- Lay out the exciting Scouting program you have planned for the year.
- Tell families how they can eliminate out-of-pocket expenses by reaching their goal.
- Tell families about online selling and the Trail's End mobile app.
- Explain that Scouts will have fun while learning to earn their own way.

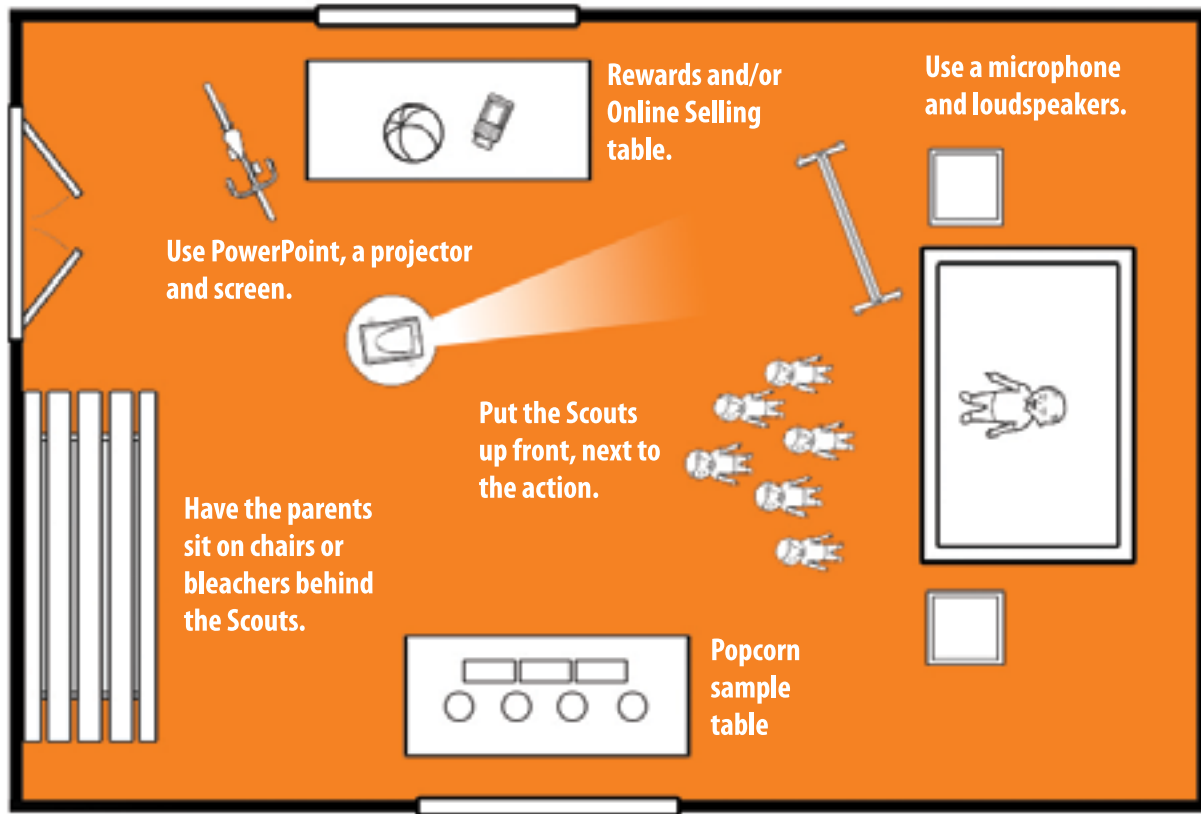
Kickoff Agenda (40 minutes)

- **Grand Opening** (5 minutes)
 - Get ideas from the online video training at leaders.trails-end.com.
 - Play music, dim the lights and have fun!
- **Explain the Scouting program and key dates** (10 minutes)
 - Make sure your families understand the benefit of selling popcorn to pay for their Scouting program.
 - Highlight key dates important to the popcorn sale.
- **Train your Scouts** (10 minutes)
 - Show Scout training videos on leaders.trails-end.com at your kickoff. You can download these videos to your computer ahead of time if your kickoff location does not have an Internet connection.
 - Explain the different ways Scouts can sell – face-to-face, online and through a mobile device.
- **Showcase your Scout Rewards** (10 minutes)
 - Introduce your unit incentive program, starting with the pie in the face!
- **Big Finish** (5 minutes)
 - Have the top sellers from last year throw pies in the faces of the leaders.
 - Send everyone home motivated to sell!



Kickoff Floor Plan

Follow the room layout and pointers to make your kickoff a success.



- Have a rewards table showing the cool items Scouts can earn and hang the Trail's End Scout Rewards poster on the wall behind it.
- If you can connect to the Internet, have a table set up with a couple of computers so each Scout can create an account on scouts.trails-end.com.
- Hang the online selling poster near the table.
- Hang colorful Trail's End banners and posters.
- Have door prizes for both Scouts and parents.
- Set up a table with a popcorn popper and other Trail's End snacks.



let's get this party started

Communicate Effectively

Communicating with your Scout families throughout your popcorn sale is key to reaching your sales goal.

Use the FREE Email Library on leaders.trails-end.com

- Several templates to choose from including emails about your popcorn kickoff, selling online, the mobile app, Scout Rewards, and more.
- It's easy! Just copy and paste your email address list and click send.
- Suggested timeline with each email.
- Several templates are customizable.

Parent Handout

Customize the downloadable parent handout in step four of the Virtual Sale Planner on leaders.trails-end.com.

Posters

Hang online and mobile selling poster, and the rewards poster included in your popcorn sale kit folder at all unit events to provide information for your Scouts and parents.

STAY IN THE KNOW!

- Follow Trail's End on Facebook for bonus giveaways and updates – facebook.com/trailsendpopcorn.
- Visit leaders.trails-end.com often for updates, sale materials, bonus giveaways, and more.

Receive emails from Trail's End ☒

When creating your account on leaders.trails-end.com make sure to check the box to receive emails from Trail's End. Trail's End sends several emails about website updates, online and mobile sales, additional tools for your sale, and more.



Online Sale Management

Manage your Scouts' sales
on leaders.trails-end.com.



Go to leaders.trails-end.com to:

- Order product for paper order form sales.
- View online and mobile sales.
- Order Scout Rewards.

Ordering product for paper order form sales

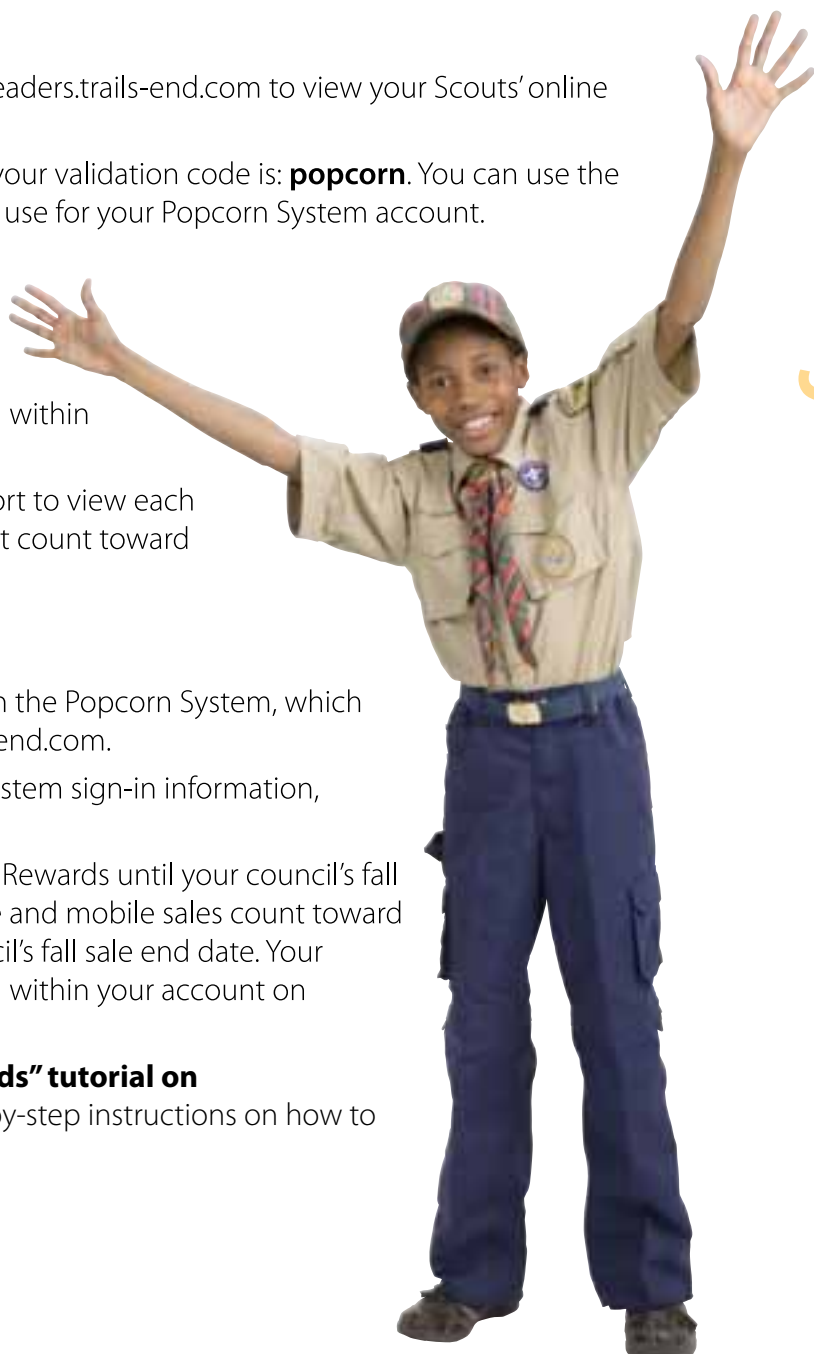
- Product is ordered through the Popcorn System, which is accessible through leaders.trails-end.com.
- If you do not have your Popcorn System sign-in information, contact your council.
- View the **“Ordering Trail’s End Product” tutorial on leaders.trails-end.com** for step-by-step instructions on how to place your order for paper order form sales.

Viewing online and mobile sales

- Sign in or create your account on leaders.trails-end.com to view your Scouts' online and mobile sales.
- If you are creating a new account, your validation code is: **popcorn**. You can use the same username and password you use for your Popcorn System account.
- All online and mobile sales beginning August 1 through your council's fall sale end date count toward Scout Rewards. Your council's fall sale end date is shown within your account.
- Download the Scout Rewards Report to view each Scout's online and mobile sales that count toward Scout Rewards.

Ordering Scout Rewards

- Scout Rewards are ordered through the Popcorn System, which is accessible through leaders.trails-end.com.
- If you do not have your Popcorn System sign-in information, contact your council.
- **WAIT** to enter your order for Scout Rewards until your council's fall sale end date has passed. All online and mobile sales count toward Scout Rewards through your council's fall sale end date. Your council's fall sale end date is shown within your account on leaders.trails-end.com.
- View the **“Ordering Scout Rewards” tutorial on leaders.trails-end.com** for step-by-step instructions on how to place your Scout Rewards order.



stay on top of your sale

