



**Focus on what matters now**

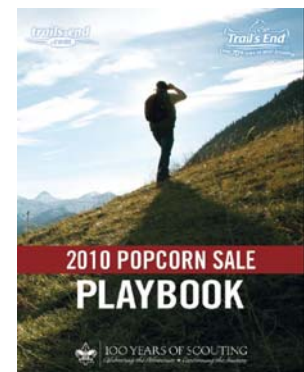
**And**

**GROW YOUR SALE!**

# Add Selling Units

Focus on adding two non-selling units with a high opportunity for growth (40+ Scouts) in your district before the start of the sale. This would have a real impact on your growth. Utilize the items below to help get them on board:

- Popcorn Sale in a Box
- Leader Playbook (supplied in the Popcorn Sale in a Box)
- Offer to attend their kickoff and give them a top seller prize
- Better Than Ever videos (on [trails-end.com](http://trails-end.com))
- Virtual Sale Planner (on [trails-end.com](http://trails-end.com))





# Train 100% of your Units

Make sure EVERY selling unit is properly trained at a Popcorn Kickoff using the Better than Ever videos and Kickoff Presentation supplied by Trail's End. Not training every unit puts your sale at risk.

## Trail's End Over 70% goes to local Scouting

### Virtual Sale Planner at [trails-end.com](http://trails-end.com)

Customize the program and kickoff pl

- Program Planner worksheet
- Unit Kickoff Presentation
- Scout Incentive handout
- Parent handout
- Email Library



Trail's End Over 70% goes to local Scouting					
2010-2011 Program Plan					
1. Enter all your activities and costs under each month.		Pack/Troop		8	
2. Enter your number of Scouts and sale commission %.		Number of Scouts in Unit		8	
3. Fill in the blue shaded fields at the bottom of the sheet.		Unit Commission %		2%	
September		October		November	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00

## Trail's End Over 70% goes to local Scouting

### NEW Popcorn Sale in a Box Funded by Trail's End



- Leader Playbook (1)
- Marshmallow Crossbow (1)
- Sale Banner (1)
- Sale Promotion poster (6)
- Scout Rewards poster (6)
- Tracking poster (6)
- Support C
- Support C
- Online Se
- Training
- Product s

## Trail's End Over 70% goes to local Scouting

### Better Than Ever

- Better flavor. Better for you.
- Better Product Value
- Better Packaging
- Better Scout Rewards
- Better Program Support




**Virtual Sale Planner**  
 at [trails-end.com](http://trails-end.com)

2010 POPCORN SALE  
PLAYBOOK

[illegible]

- 
- # Better Than Ever
- Better flavor. Better for you.
  - Better Product Value
  - Better Packaging
  - Better Scout Rewards
  - Better Program Support



# Council Campaign Kit

## **FUNDED BY TRAIL'S END**

Your council will be receiving sample product and chocolate coolers. Make sure you utilize these items at your kickoff along with the promotional materials below from the Council Campaign Kit:

- Sale Banner (6)
- Marshmallow Crossbow (3)
- Sale Promotion poster (12)
- Scout Rewards poster (12)
- Support Our Troops poster (12)
- Vertical Banner (5)
- Banner Stand (5)
- Balloons (100)

# Virtual Sale Planner





Make sure every leader completes the Virtual Sale Planner at trails-end.com. Completing the Program Planner spreadsheet and kickoff materials are critical for a unit to have a successful sale.



The screenshot shows a web browser window titled "Virtual Sale Planner :: Trail's End - Windows Internet Explorer". The address bar displays the URL [http://www.trails-end.com/trailsend/dynamic\\_content.jsp?id=1100016](http://www.trails-end.com/trailsend/dynamic_content.jsp?id=1100016). The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The Favorites bar shows links to Home Page, Trail's End, Suggested Sites, Free Hotmail, and Web Slice Gallery. The page content features the Trail's End logo with the tagline "America's Best" and a large "LEADERS" banner. A navigation menu includes Home, Popcorn Sales, Rewards, Our Products, Resources, and About Scouting. The main content area is titled "VIRTUAL SALE PLANNER" and includes the text: "Trail's End has everything you need to plan and execute a successful popcorn sale. Simply review the **Leader Playbook** (Included in your Popcorn Sale in a Box) and follow the five steps below." The first step is "1. Plan Your Scouting Program", which includes a circular graphic stating "Over 70% goes to local SCOUTING" and text explaining that users should plan their unit's Scouting program by month, determine costs, and set unit and Scout sales goals using the "Program Planner spreadsheet". The second step is "2. Finalize Your Unit Incentive Program", which includes text about using the "Scout Incentive" document to finalize incentives and a link to the "Scout Rewards video". A graphic of a Scout Incentive document is shown, along with logos for Amazon.com and Walmart. The right sidebar contains a "NEWS & EVENTS" section with links to "Scouts in the News", "See us on Facebook!", and "30-year partnership with BSA". Below this is a "Better Than Ever" section with a video player and four buttons: "Better Flavor Better For You", "Better Packaging", "Better Program Support", and "Better Scout Rewards". The browser's status bar at the bottom shows "Done", "Internet", and "100%" zoom.

# Blueprint for Success

Use the attached “Blueprint for Success” to give your units simple steps for capitalizing on a specific growth opportunity such as Program Planning, the Popcorn Kickoff, etc. This document shows a unit exactly where to find the tools they need.

 <h2>Blueprint for Success</h2>	 <h2>Blueprint for Success</h2>
<p><b>Objective:</b> Shatter all expectations of the 2010 Trail's End Sale by uniting a highly skilled leadership team from the unit with an elite zone kernel force from the Council. More money will be raised than ever before to expand the Scouting Adventure for the youth in our community.</p>	<p><b>Program Planning &amp; Goal Setting</b></p> <ol style="list-style-type: none"> <li>1. Review and complete pages 7, 8 and 9 in the Leader Playbook.</li> <li>2. Go to the Virtual Sale Planner at <a href="http://trails-end.com">trails-end.com</a> and complete the Program Planners spreadsheet under #1 to establish the unit's plan and goals.</li> </ol>
<p><b>Action Plan:</b></p> <ol style="list-style-type: none"> <li>1. Thoroughly analyze the unit's growth opportunities.</li> <li>2. Identify and capitalize on high opportunity areas.</li> <li>3. Precisely craft and execute the Blueprint for Success for the specific unit.</li> </ol>	<p><b>Unit Level Incentives</b></p> <ol style="list-style-type: none"> <li>1. Review page 12 of the Leader Playbook.</li> <li>2. Go to the Virtual Sale Planner at <a href="http://trails-end.com">trails-end.com</a> and complete the Scout Incentive document under #2. The unit needs to offer a Pie in the Face for every Scout that reaches their goal.</li> </ol>
<p><b>High Opportunity Areas:</b></p> <ol style="list-style-type: none"> <li>1. Program Planning and Goal Setting</li> <li>2. Unit Level Incentives</li> <li>3. Popcorn Kickoff</li> <li>4. Revenue Sharing</li> <li>5. Selling Methods</li> </ol>	<p><b>Popcorn Kickoff</b></p> <ol style="list-style-type: none"> <li>1. Review pages 10 and 11 in the Leader Playbook.</li> <li>2. Watch the "Better Kickoffs" video under the "Leaders" section of the Video Training at <a href="http://trails-end.com">trails-end.com</a> or on the Training DVD.</li> <li>3. Go to the Leaders homepage on <a href="http://trails-end.com">trails-end.com</a> and click on the "Popcorn Sale in a Box" link under "My Tool Kit" to review how the materials in the Popcorn Sale in a Box are to be used.</li> <li>4. Secure the date and location of the unit's kickoff:               <ol style="list-style-type: none"> <li>a. Date:</li> <li>b. Location:</li> </ol> </li> <li>5. Complete the following items in the Virtual Sale Planner at <a href="http://trails-end.com">trails-end.com</a>:               <ol style="list-style-type: none"> <li>a. Scout Incentive document (under #2)</li> <li>b. Parent Handout (under #4)</li> <li>c. Kickoff Presentation (under #3)</li> </ol> </li> <li>6. Go to <a href="http://trails-end.com">trails-end.com</a> and click on the "Email Library" link under "My Tool Kit" Customize and send out the "Popcorn Kickoff Invitation" email to all the unit's Scout families.</li> </ol>
<p><b>Tools to Utilize:</b></p> <ol style="list-style-type: none"> <li>1. Complete Council Support</li> <li>2. Popcorn Sale in a Box</li> <li>3. Leader Playbook</li> <li>4. Training DVD</li> <li>5. <a href="http://trails-end.com">trails-end.com</a> <ol style="list-style-type: none"> <li>a) Sell Online</li> <li>b) Virtual Sale Planner</li> <li>c) Email Library</li> <li>d) Video Training</li> </ol> </li> </ol> 	



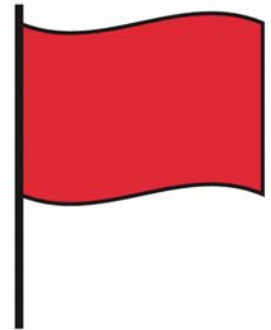




# Potential Red Flags

Make sure you are addressing any red flags within a unit. Follow-up is critical to avoid the unwanted surprise of a unit being way down at the end of the sale or not selling at all.

- Did not attend the Popcorn Kickoff
- No Popcorn Kernel
- New Popcorn Kernel
- Membership has fallen off over the last few years
- No unit popcorn kickoff scheduled
- No show & sell order placed for a unit that committed to sell



# Utilize the Email Library

Communicate the key program messages on a weekly basis right from trails-end.com to your leaders. The timeline is already built for you.

**VIRTUAL SALE PLANNER**

Trail's End has everything you need to plan and execute a popcorn sale. It's easy - just visit [leaders.trails-end.com](http://leaders.trails-end.com) the Virtual Sale Planner and start planning today!

**Steps to complete within the Virtual Sale Planner**

1. Plan Your Scouting Program
2. Finalize Your Unit Incentive Program
3. Build Your Best Popcorn Kickoff Ever
4. Communicate Effectively With Your Scouts
5. Achieve Your Sales Goal



[trails-end.com](http://trails-end.com)

**Popcorn Sale in a Box**

Trail's End is funding a **Popcorn Sale in a Box** for every pack, troop, or team selling popcorn this fall. From product samples to the leader playbook, you will have **everything you need** to have a successful sale.



Be sure to attend your council or district training to receive your Popcorn Sale in a Box.

Visit [leaders.trails-end.com](http://leaders.trails-end.com) to see the complete list of materials and more.

[trails-end.com](http://trails-end.com)

**BETTER PACKAGING**

Increased awareness of Scouting on every package!

- Resealable to keep products fresh
- 88% of consumers and 87% of parents prefer the new packages or have no preference versus the tins\*
- Strong, durable packages - thicker than a soda can
- Easier to identify, store and transfer
- Eliminates 3.8 million pounds of packaging

Click [here](http://trails-end.com) to watch a short video at [trails-end.com](http://trails-end.com) to learn more!



\* BNC, Consumer Packaging Assessment Study, October 2009

[trails-end.com](http://trails-end.com)



# September Media Launch

Trail's End will launch a multimedia page through PR Newswire in early September promoting the sale. Follow up with media outlets in your service area in mid-September to get placement of the Trail's End TV and Radio PSA's and newspaper ads. This can lead to on-air interviews with Scouts, free advertising and much more!

**Opportunity knocks!**

When a Scout knocks on your door it's a wonderful opportunity to help him experience exciting adventures, learn citizenship, acquire good values and have fun. And **70%** of your purchase goes to support Scouting right here at home.

**Over 70% goes to local SCOUTING**

**Trail's End**

*The Magic of Scouting*

# The Time is NOW!

This is the most important time of the year for growing your popcorn sale. Continuous follow-up and tracking of this sale like a campaign can mean growth far beyond your budgeted goal. This sale still offers unlimited potential if you put the work in now.

Please contact your popcorn staff advisor or Trail's End sales manager if you have questions or need help.