WELCOME!

Old North State Council
2019 POPCORN KICKOFF
THANK YOU

YOU’VE RAISED OVER $4 BILLION FOR SCOUTING SINCE 1980!

Thank you for your allowing us to partner with you and your Scouts to raise the funds needed to deliver the promise of Scouting for over 39 years.

Great job!
Tips for a Successful District Kickoff

1. This PowerPoint, all supplemental material, and more will be available soon on the popcorn page on the Council website.

2. We are covering a lot of new material this year. Please write down any questions you may have and leave them until the end. Chances are we may answer them somewhere in these 49 slides.
WHY DO WE DO THIS?

https://www.youtube.com/watch?v=RsYY3uMkFwU&t=2s
IT’S FOR THE SCOUTS

UNIT COMMISSIONS FROM LAST TWO YEARS=$442,248

- Scouts Benefit:
  - Ideal Year of Scouting funded
  - Quality program at the Unit level
  - Higher quality camp properties to utilize through camp improvements
  - More campership opportunities for those that need that extra help
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 $1,500+ TOP SELLING SCOUTS:

- Happier Scouts because they get the prizes THEY want with the gift card
- Millions of prizes to choose on Amazon.com
- Prizes delivered directly to your door faster than ever before
- Uncapped levels to incentivize top sellers to keep selling
Prize Flyer

Trail's End® REWARDS
Buy the prizes YOU want!

More value the more you sell
Millions of prize choices on Amazon.com
Order when you're ready
Prizes delivered directly to you

SELL & EARN
Earn an Amazon Gift Card to buy the PRIZE YOU WANT!

View All Rewards

TRAIL’S END REWARDS
EARN BIGGER REWARDS THAN EVER BEFORE

BUY THE PRIZE(S) YOU WANT WITH AN AMAZON.COM GIFT CARD
TO REDEEM YOUR AMAZON.COM GIFT CARD, SOUTHS MUST HAVE A REGISTERED TRAIL’S END ACCOUNT.
SEE MORE PRIZES AT TOPREWARDS.TRAILS-END.COM

2018 TOP SELLERS

$88,073

$88,017

Reese

Virginia

Vanessa

TRAIL’S END SCHOLARSHIP PROGRAM

Sell $2,500 of qualifying Trail’s End products in any calendar year and earn 5% of your total sales toward your own Trail’s End Scholarship. Once awarded, 1% of your sales each year will go towards the scholarship. The only time to hit the $2,500 minimum is a time.

Learn more at www.trail-end.com/scholarship for full program details.

TOP 3 REASONS TO CREATE A TRAIL’S END ACCOUNT

Sell with the same
taste every day

Earn Amazon.com gift cards with Trail’s End Rewards

Receive a paper pop!

REGISTER OR LOG IN AT TOPREWARDS.TRAILS-END.COM

No Limit

Earn a $10

Earn a $25

Amazon.com Gift Card

TOP 3 REASONS TO CREATE A TRAIL’S END ACCOUNT

Sell with the same
taste every day

Earn Amazon.com gift cards with Trail’s End Rewards

Receive a paper pop!

REGISTER OR LOG IN AT TOPREWARDS.TRAILS-END.COM
## Trail’s End Bonus Scout Rewards

<table>
<thead>
<tr>
<th>Sales Level</th>
<th>Amazon Gift Card Amount</th>
<th>Reward % Retail</th>
<th>Scholarship*</th>
<th>Rewards Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$40,000+**</td>
<td>$3,200</td>
<td>8.0%</td>
<td>$1,000</td>
<td>$4,200</td>
</tr>
<tr>
<td>$30,000-$39,999</td>
<td>$2,400</td>
<td>8.0%</td>
<td>$1,000</td>
<td>$3,400</td>
</tr>
<tr>
<td>$25,000-$29,999</td>
<td>$2,000</td>
<td>8.0%</td>
<td>$1,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>$20,000-$24,999</td>
<td>$1,600</td>
<td>8.0%</td>
<td>$1,000</td>
<td>$2,600</td>
</tr>
<tr>
<td>$15,000-$19,999</td>
<td>$1,200</td>
<td>8.0%</td>
<td>$900</td>
<td>$2,100</td>
</tr>
<tr>
<td>$10,000-$14,999</td>
<td>$800</td>
<td>8.0%</td>
<td>$600</td>
<td>$1,400</td>
</tr>
<tr>
<td>$7,500-$9,999</td>
<td>$550</td>
<td>7.3%</td>
<td>$450</td>
<td>$1,000</td>
</tr>
<tr>
<td>$5,000-$7,499</td>
<td>$350</td>
<td>7.0%</td>
<td>$300</td>
<td>$650</td>
</tr>
<tr>
<td>$3,500-$4,999</td>
<td>$225</td>
<td>6.4%</td>
<td>$210</td>
<td>$435</td>
</tr>
<tr>
<td>$2,500-$3,499</td>
<td>$150</td>
<td>6.0%</td>
<td>$150</td>
<td>$300</td>
</tr>
<tr>
<td>$1,500-$2,499</td>
<td>$75</td>
<td>5.0%</td>
<td>$0</td>
<td>$75</td>
</tr>
</tbody>
</table>
TRAIL’S END SCHOLARSHIP

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
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
TRAIL’S END APP

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.
TRAIL’S END APP: Overview
TRAIL’S END APP: Managing Wagon Sales
TRAIL’S END APP: For Scouts
Scout Portal
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>$400</td>
<td>$500</td>
</tr>
<tr>
<td>iPhone XR</td>
<td>$1,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>SkeaSell</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 Vectron</td>
<td>$250</td>
<td>$750</td>
</tr>
<tr>
<td>LRyze Quadcopter</td>
<td>$200</td>
<td>$700</td>
</tr>
</tbody>
</table>
## Unit Leader Portal

### Storefront Sales

<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>01/26/2019</td>
<td>Indianapolis</td>
<td>0/5</td>
<td></td>
</tr>
<tr>
<td>Home Depot – Washington Blvd.</td>
<td>01/27/2019</td>
<td>Carmel</td>
<td>2/4</td>
<td></td>
</tr>
<tr>
<td>Kroger – 96th St.</td>
<td>01/28/2019</td>
<td>Indianapolis</td>
<td>3/5</td>
<td></td>
</tr>
<tr>
<td>Meijer – Whitestown Blvd.</td>
<td>01/29/2019</td>
<td>Whitestown</td>
<td>0/5</td>
<td></td>
</tr>
<tr>
<td>Meijer – Whitestown Blvd.</td>
<td>01/30/2019</td>
<td>Whitestown</td>
<td>0/5</td>
<td></td>
</tr>
</tbody>
</table>

Total Storefront Sales: $750

Registered Shifts:
- Today: 17/20
- Tomorrow: 0/5
### Wagon Sales

<table>
<thead>
<tr>
<th>Scout</th>
<th>Wagon Sales</th>
<th>Cash Owed by Scout</th>
<th>Undelivered Orders</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethan Naviaux</td>
<td>$500</td>
<td>$0</td>
<td>1</td>
<td>Select One ▼ GO!</td>
</tr>
<tr>
<td>Stuart Alexander</td>
<td>$500</td>
<td>$250</td>
<td>5</td>
<td>Select One ▼ GO!</td>
</tr>
<tr>
<td>Brandon Williams</td>
<td>$500</td>
<td>$350</td>
<td>4</td>
<td>Select One ▼ GO!</td>
</tr>
<tr>
<td>Mitch Manders</td>
<td>$500</td>
<td>$400</td>
<td>0</td>
<td>Select One ▼ GO!</td>
</tr>
<tr>
<td>Chris Naviaux</td>
<td>$500</td>
<td>$450</td>
<td>0</td>
<td>Select One ▼ GO!</td>
</tr>
</tbody>
</table>

Showing 25 of 40 Scouts
Unit Leader Portal

**ONLINE SALES**

- **Online Sales**: $5,750
- **Scouts with Online Orders**: 15
- **Online Orders**: 70
- **Avg. Order**: $82

**Sales Over Time**

**Scouts' Online Activity**

**Top Selling Online Products**

- Calendar Cleaner: 18.4%
- Pizza Mix: 13.6%
- Chocolate Covered Peanuts: 18.2%
MT. ADVENTURE REWARDS

$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.

*Up to $20,000 of Rewards each week
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, August 24, 12:00 PM EST

For support go to: teappsupport@trails-end.com
FREE SHIPPING ON ALL ONLINE ORDERS!

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>Online Sales Start</td>
<td>8/1/2019</td>
</tr>
<tr>
<td>Show-N-Sell Orders Due (full cases)</td>
<td>9/6/2019</td>
</tr>
<tr>
<td>Show-N-Sell Distribution</td>
<td>9/20/2019</td>
</tr>
<tr>
<td>Sale Official Start Date</td>
<td>9/21/2019</td>
</tr>
<tr>
<td>Show-N-Sell Returns (full unopened cases)</td>
<td>10/29/2019</td>
</tr>
<tr>
<td>Take Order Due (in pieces/containers)</td>
<td>11/1/2019</td>
</tr>
<tr>
<td>All Prize Orders Submitted</td>
<td>11/8/2019</td>
</tr>
<tr>
<td>Take Order Distribution (location in your District)</td>
<td>11/15/2019</td>
</tr>
<tr>
<td>Final Payment Due</td>
<td>12/6/2019</td>
</tr>
</tbody>
</table>
## Commission Type: Commission Percentage:

<table>
<thead>
<tr>
<th>Commission Type</th>
<th>Commission Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Commission</td>
<td>30%</td>
</tr>
<tr>
<td>Do Your Best Bonus Commission</td>
<td>5%</td>
</tr>
<tr>
<td><strong>TOTAL POTENTIAL COMMISSION</strong></td>
<td><strong>35%</strong></td>
</tr>
</tbody>
</table>

*Do Your Best Bonus Means:

**Units must beat their high watermark for the past 5 years or sell at least $1,000 worth of product if you are a new selling Unit.**

*If you do not know your 5 year high watermark, please contact Matthew Lanouette at matt.lanouette@scouting.org
PRODUCTS

Chocolate Lover’s Collection
- Milk Chocolate Pretzels 17 oz.
- White Chocolate Pretzels 17 oz.
- Chocolate Caramel Peanut Clusters 7 oz.
- Chocolate Caramel Crunch™ 11 oz.

Cheese Lover’s Collection
- White Cheddar Cheese Corn 5 oz.
- Yellow Cheddar Cheese Corn 5 oz.
- Jalapeno Cheddar Cheese Corn 5 oz.

$60
Over $35.00 to local Scouting

$30
Over $20.00 to local Scouting

$25
18 oz.
Chocolatey Caramel Crunch™
Sweet, crunchy caramel popcorn coated in smooth and creamy chocolate.

$25
Over $18.00 to local Scouting

18 oz.
Salted Caramel Popcorn
A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt.

$25
Over $17.00 to local Scouting

18-Pack Microwave Kettle Corn
Deliciously sweet and salty popcorn that melts in your mouth.

$25
Over $16.00 to local Scouting

18-Pack Microwave
Unbelievable Butter™
The perfect combination of popcorn, oil, salt and butter to make you feel like you’re at the movies.

$20
Over $14.00 to local Scouting

New JUMBO Bag
5 oz.
White Cheddar Cheese Corn
The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every bite.

$20
Over $14.00 to local Scouting

18 oz.
Premium Caramel Corn
with Almonds, Cashews & Pecans
The ideal pairing of sweet caramel popcorn mixed with almonds, cashews & pecans.

$20
Over $14.00 to local Scouting

12 oz.
Salted Virginia Peanuts
Shelled, roasted and salted peanuts - a crunchy snack!

$15
Over $11.00 to local Scouting

11 oz.
Classic Caramel Corn
A traditional favorite full of rich caramel flavor.

$10
Over $7.00 to local Scouting

*Low quantity of Popping corn available for Show n Sell. Not in Popcorn System when placing order. Contact Matt Lanouette directly if you Unit would like any.
National Supply Prize Information
Local Incentives

Special Delivery is Back!

Units Selling Over $15,000 free delivery to unit’s Charter Organization

Units Selling over $10,000 delivery to unit’s Charter Organization for $100, optional
Local Incentives

MILITARY ORDERS
Options for customers to purchase

• $30 Silver
• $50 Gold

Military Council Strip Program is back!

• 1 patch for every $100 sold in military orders
• 1 patch for adults for every 4 Scouts that qualify
• Special Edition Patch for Top Selling Unit (1 for everyone in the Unit, leaders included!)
Local Incentives

Additional Prize Incentives

**Top Seller Prizes**
Top Seller in each District will receive a $50 Gift Card (Scout Shop, Wal-Mart, Amazon or REI)

Top 3 Sellers in the Old North State Count Council will receive their choice of a Full Scholarship to a ONSC Council Summer Camp/Cub Camp or a $100 Gift Card (Scout Shop, Wal-Mart, Amazon or REI)

**Sell $650** – Official Jedi in Training certificate and Star Wars inspired patch

**Sell $950** – Invite to a special screening of Star Wars: The Rise of Skywalker for two

**Sell at least $1,500** – Chance to be invited to the Top 50 Sellers Club Celebration Day

**Sell $2,500** – Open your Trails-End Scholarship Account

RETURN OF
THE KERNEL
Local Incentives

$950 Special Screening

Sell $950 and get an invite to a special screening of the Star Wars: The Rise of Skywalker for two

- For each additional $950 sold get 1 more ticket for an extra family member.
- December 21
Local Incentives

Top 50 Sellers Club

Sell at least $1,500 for a chance to be one of the Top 50 Selling Scouts in the Old North State Council

• 50th ranked Scout last year sold $1,507!
• Top 50 Scouts will be invited to the Top 50 Sellers Club Celebration Day at a local Trampoline Park!!!
• Celebration Ceremony
• Pizza, soda, and ice cream
Local Incentives

Prize Information

Prize Sheet Program: Access via Trails-End Popcorn System

$650 Sellers Awards, Special Screening, and Top 50 Sellers Club Incentives: Submitted via Form

All Prizes must be submitted by

Friday, November 8, 2019
Local Incentives

Weekly Fill It Up Drawings

➢ Send in a copy of proof of 30 Wagon Sales each week by 3:00pm on Friday to qualify via email to matt.Lanouette@scouting.org or dropping of a printed copy at the Old North State Council office.

➢ That Scout will be entered in to a weekly drawing of a $25 Visa Gift Card

➢ All Scouts that sent in a completed sheet during the duration of the sale will be entered into a **Grand Prize Final Drawing** of a Beats by Dre headphone
BEST PRACTICES
BUILD A TEAM
• Shared ideas, shared efforts.
• Prevent burnout.
• Pass down tribal knowledge.

PLAN LIKE A BUSINESS
• Why does your Unit sell Popcorn?
• Plan your Ideal Year of Scouting.
• Calculate your IYOS Cost.
• Create your Scout sales goal.
SELL AT STOREFRONTS
• One Scout per 2-Hour Shift
• Maximize Hourly Sales
• Use every store in your area
• $18 Avg. Transaction, $100+/hr
• Recruit at the Storefront!

RECRUITING
• We’re already selling Scouting!
• Scouts recruiting Scouts
• Have flyers
• Interest list
PERSONAL SALES

DOOR TO DOOR
• Neighbors
• $28 Avg. Transaction, $100/hr

FRIENDS, FAMILY, WORKPLACE
• Door to Door
• Friends & Family, Workplace

BLITZ DAYS
• Dens & Patrols are assigned neighborhoods
• Top Selling Den incentive
• Social gathering after
FREE SHIPPING ON ALL ONLINE ORDERS!
• In 2018, the average online transaction was $73.
• The average Scout that sold online averaged over $200 in online sales!

CREATE ACCOUNTS
• Scouts need an account to sell online.
• Consider an account creation incentive.

SHARING
• Sharing drives sales.
  • Facebook
  • Email
  • Text
  • Twitter, LinkedIn, etc
• “Sharing Sunday” – Every Scout shares their online page every Sunday throughout the sale. Average share is $33 nationwide.
MOTIVATING SCOUTS

SCOUT MOTIVATION
- Every Scout Sells
- Set a Goal
- Bigger Prizes

PARENT BUY-IN
- Scouts Personal Growth
- Scout Rewards

KICKOFF
- Info
- FUN!
- Parent Buy-In
- Top Seller Pledge
COUNCIL CONTACT INFO

Matt Lanouette: Staff Advisor
mattlanouette@scouting.org
Office: (336) 378-9166
Cell: (336) 908-5027

Popcorn website
www-bsaonsc.com

TRAILS END SUPPORT

Facebook Group
facebook.com/groups/TEPopcornCommunity

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

General Support
support@trails-end.com
WHAT TO DO NEXT

Commit to the 2019 Popcorn Sale now by:

1.) Text “COMMIT” to 62771
2.) Click the link in the automated message
3.) Log-in if you already have an account. If you don’t then click “I don’t have an account.”
4.) Complete the questionnaire

Join the Trail’s End Popcorn Facebook Group at https://www.facebook.com/groups/TEPopcornComunity

Pickup your Unit’s Popcorn Sales Supplies after committing to the sale
THANK YOU

Join us on Facebook!

facebook.com/groups/TEPopcornCommunity