Old North State Council
2020 Popcorn Kickoff

*Will you help me go to camp and buy some Popcorn?
WHY DO WE SELL POPCORN?

- 73% Return to Scouting
- Fund our unit’s Scouting program
- Scout character development
- Improve our camps and council resources

OVER $4 BILLION Returned to SCOUTING SINCE 1980!

*Will you help me go to camp and buy some Popcorn?
It’s For The Scouts

2019 Total Sales: $585,000

2019 Unit Commissions: $193,050 plus prizes!
- Unit Activity Fees
- Unit Events and Activities
- Blue and Gold / Crossover Ceremonies
- Pack / Troop Equipment
- Day Camp / Summer Camp
- And more....

2019 Council Commissions: $184,000
- Program delivery and member support
- Execution of events including support materials and marketing
- Training opportunities for parent volunteers
- Scholarships for youth in need
- Camp improvements
- And more....

*Will you help me go to camp and buy some Popcorn?
REGISTER YOUR UNIT

*Will you help me go to camp and buy some Popcorn?

New to popcorn?
You create your Popcorn Kernel account as part of the commitment process. Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*

*Unit must be registered to sell by no later than August 15, 2020 to qualify.

COMMIT NOW: www.trails-end.com/unit-registration
Trail’s End Programs

Text FACEBOOK to 62771 to join our community today!

Join Scout leaders across the country to share best practices and new ideas!

*Will you help me go to camp and buy some Popcorn?
TRAIL’S END APP

Key Benefits

• Free Credit Card Processing - Paid by Trail's End
• Real-time tracking and reporting of sales, inventory and storefront registrations
• Families can turn in cash payments via credit card
• System-calculated Scout sales for easy Trail's End Rewards ordering
• Take Online Direct orders in the app as way to fundraise while social distancing

Proven Results

• Used by over 14,500 units & 160,000 Scouts
• Over 10% growth for units that recorded more than 75% of sales in the app in 2019
• Credit Card transactions averaged 27% higher than cash

Text APP to 62771 to download the App.
Text APPGUIDE to 62771 to download the App Quick Start Guide.

*Will you help me go to camp and buy some Popcorn?
THE TRAIL'S END APP
Available in the Apple and Google Play Store. Text APP to 62771 to download.

Sign In or Register an Account
1. Use your account from last year!
2. If you need to change your unit, go to Settings from the side menu. Select “Change Unit.”

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

Multiple Scouts?
- Each Scout 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 Scout name dropdown at the top of the screen.

ACCEPTING CREDIT CARDS
Every Scout 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.

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.

TE REWARDS: SET A GOAL, CLAIM GIFT CARD
1. Set Goal: Scroll up or down and tap to select prizes at different levels or manually enter your goal.
2. Track Progress: Check how close you are to reaching the next rewards level in the app.
3. Claim Gift Card: Once your leader submits the unit’s Rewards order and you have a gift card amount available, tap the claim button to get your Amazon.com claim code.

HIT YOUR GOAL USING ALL SELLING METHODS
- Online Direct: Place orders for online products in the app. Pick the products, take payment (credit only), and products ship to your customers. Order your page with customers via email, text, and social media.
- Wagon: Door-to-door, to friends and family, or parent’s workplace. Orders can be marked delivered or undelivered if no product on hand.
- Storefront: Register for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.

HAVE QUESTIONS? GET ANSWERS.
- Email support@trails-end.com
- Visit the Support Portal of FAQs at support.trails-end.com
- Get peer support 24/7 in the Scout Parents Community www.facebook.com/groups/TEScoutParents/

*Screenshots subject to change
ONLINE DIRECT: SHIP TO CUSTOMER
Tip: Click Share to text the cart to the customer to complete the purchase on their phone.
Tip: There are two ways to sell online products: directly through the app, or share your link with friends and family. Order ships directly to the customer.

RECORD A WAGON SALE
Tip: Marking an item as "Undelivered" means you plan to return with product later. Don't forget to update the status when delivered!

SIGN UP FOR A STOREFRONT SHIFT
Tip: Storefront site and shift availability is managed by your unit leader. Reach out to them if you believe information is missing or incorrect.

ISSUE A REFUND
Available SAME DAY only for Scouts.
Tip: you can also edit customer information and re-send a receipt from this screen.
*Screenshots subject to change
TRAIL’S END IMPROVEMENTS

App Improvements
• Faster, more intuitive Scout registration
• Faster checkout (From 9 to 4 clicks)
• List, grid and product detail views
• Record online orders directly in app
• Sharable online cart so customer can enter shipping address and complete payment – great for social distancing!
• New undelivered logic for Wagon Sales so Scouts enter them correctly
• Credit payment option for parents to pay cash owed to unit
• Improved Trail’s End Rewards focused on reaching next level and goal

Unit Leader Portal Improvements
• Onscreen guides to help leaders learn Unit Leader Portal features
• Consolidated Scout table view to quickly manage orders, inventory, and storefront shifts
• Robust products table to easily view inventory at storefronts and with Scouts
• Ability to convert orders between Wagon to Storefront
• Ability to change the shift credited to a storefront order

*Will you help me go to camp and buy some Popcorn?*
*Will you help me go to camp and buy some Popcorn?
Trail’s End App

Point of Sale
- Wagon Sale
  - Add Products
    - $1 Misc. Military Donation
    - Chocolate Lover’s Tin $60
    - Fall 2020 - Cheese Lover’s Box $35
    - Choc. Caramel Crunch $25
    - Up. Butter Microwave $25
    - Salted Caramel Corn $20
    - White Cheddar $20
    - Caramel Corn $10
  - Order Summary
    - Caramel Corn $10 each
      - Qty 1
      - Total $10
  - DONATE TO MILITARY

Payment
- Wagon Sale
  - Order Summary
  - Subtotal (1 Items) $10
  - CASH  CREDIT

Storefront Scheduling
- April 2020
- Walmart
  - Thursday 4/9
    - 4:00 AM - 6:00 AM
    - 0/2
    - SELL
  - Thursday 4/9
    - 8:00 AM - 10:00 AM
    - 0/2
    - SELL
  - Thursday 4/9
    - 12:00 PM - 2:00 PM
    - 0/2
    - SELL
  - Thursday 4/9
    - 2:00 PM - 4:00 PM
    - 0/2
    - SELL
  - Thursday 4/9
    - 4:00 PM - 6:00 PM
    - 0/2
    - SELL

Sale Tracking
- Your Goal 50
- Total Sales $0.00
- Payment Type
  - Cash $0.00
  - Debit & Credit $0.00
- No Shifts Available
  - Dashboard
  - Wagon
  - Storefront
  - Online Direct
Text APP to 62771 to
DOWNLOAD THE APP
& START SELLING TODAY
ONE MINUTE to register your account!

Accept Debit & Credit Cards for FREE!
No Reader Required.

Each Scout Must Have a Registered Account.
Same Email Can Be Used For Multiple Accounts.

Record ALL of Your Sales in the App, Even Take Order Sales!

Only Scout accounts can log into the app. Leader accounts will not allow access.

*Will you help me go to camp and buy some Popcorn?
TRAIL’S END WEBINARS

UNITS THAT ATTENDED A TRAIL’S END WEBINAR GREW 11.2% ON AVERAGE IN 2019

Register to attend one of the webinars:
- $20k+ Top Selling Units
- $7.5k - $20k High Selling Units
- $0 - $7.5k Selling Units

*The first 5,000 units to register for a webinar by August 1 will receive a $20 Amazon.com Gift Card (max 1 per unit). Attendance is required. Gift Cards will be emailed approximately one week after webinar attendance. Unit must have sold $7,500 or more in 2019 to qualify.

TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:
Go to https://www.trails-end.com/webinars or Text WEBINAR to 62771 to Register!

*Will you help me go to camp and buy some Popcorn?
One Platform to Manage Your Fundraiser

- **Track All Scout Sales** - Easily view and manage all app and online Scout sales in real-time.
- **Manage Inventory** - Keep track of inventory levels and know where products are in real-time.
- **Coordinate Storefront Sites & Shifts** - Create schedule for Scouts to sign up for booths you reserve in your community.
- **Place Popcorn Orders** - Order popcorn for your council’s scheduled pick-ups.
- **Submit Rewards** - Submit Trail’s End Reward orders for Scouts.

*Will you help me go to camp and buy some Popcorn?*
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.

*Will you help me go to camp and buy some Popcorn?
REGISTER YOUR UNIT

Let Us Know Your Unit is Selling This Fall!

New to popcorn?
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*Unit must be registered to sell by no later than August 15, 2020 to qualify.

COMMIT NOW: www.trails-end.com/unit-registration
ONLINE DIRECT

Best & Preferred Way to Sell

• Safest way for Scouts to sell
• Scouts earn **Double Points** for TE Rewards
• Traditional products and prices
  • $10 opening price point
• No handling of products/cash for Scout or unit
• New TE App Online Direct features:
  • Take Online Direct orders in the TE App
  • Text order to customer to complete purchase on their phone
• Products popped fresh to order – shipped direct to customer.

Text **MYPLAN** to 62771 to download:
How to Sell $1,000 Social Distancing

*Will you help me go to camp and buy some Popcorn?*
How to Sell $1,000 Social Distancing
Sell for 8 hours, fund your entire year of Scouting!

STEP 1 Create a Trail’s End account for your Scout.
- Text APP to 62771 to download the Trail’s End App.

STEP 2 Make a list of 30+ people you know to ask for support.
- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

STEP 3 Draft your Scout’s sales pitch.
- Example: Hi **customer’s name**, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

STEP 4 Build your Scout’s personalized fundraising page.
- Once signed into the app, go to Online Direct and then Manage Page.
  - Upload a picture of your Scout smiling, preferably in their Class A uniform.
  - Paste your sales pitch into the About Me section.
  - Select your Favorite Product.

STEP 5 Ask for support.
- Share your Scout’s fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
  - For BEST results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
    - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

STEP 6 Ask for support in the neighborhood.
- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!

Visit www.trails-end.com/onlineacademy for more tips, and FAQ.
HOW IT WORKS

TWO WAYS TO SELL

SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media.
2. Customers click your link to place online orders.
3. Products ship to your customers.

TAKE ONLINE DIRECT ORDERS IN THE APP

1. Pick your products.
2. Take payment (credit/debit only)
3. Products ship to your customers.

Starting July 1

- The Online Direct Store features products sold at traditional prices. Example White Cheddar is only $20!
- Shipping prices of only $7.99 for the first item and $0.99 for each additional item
- You will earn DOUBLE POINTS on every Online Direct Sale*
- All products popped fresh to order, and will arrive in about three weeks**

*Will you help me go to camp and buy some Popcorn?
Appendix: Online Direct

$35 Chocolatey Caramel Crunch Tin
$30 Chocolatey Caramel Crunch
$30 Dark Chocolate Salted Caramels
$25 Salted Caramel Popcorn
$25 Unbelievable Butter 12pk
$20 White Cheddar Popcorn
$20 Blazin’ Hot Popcorn
$15 Unbelievable Butter Popcorn
$15 Popping Corn Jar
$10 Caramel Corn

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.
$70 Chocolate Lover’s Tin
- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch

$65 Chocolate Lover’s Bundle
- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch

$35 Cheese Lover’s Bundle
- (1) White Cheddar Popcorn
- (1) Blazin’ Hot Popcorn

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.
ACCEPTING CREDIT/DEBIT

CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, “WE PREFER CREDIT/DEBIT”
Trail’s End pays for all credit card fees!

• **Bigger Rewards** – Earn 1.5pts per $1 sold in the Trail’s End App
• **Safer** – Scouts and Popcorn Kernels don’t have to handle cash
• **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
• **Easier** – Parents turn in cash sales with credit/debit payments to their unit
• **Hardware** – Scouts can accept credit/debit with Square readers or manual entry

*Will you help me go to camp and buy some Popcorn?*
TRAIL’S END REWARDS

New in 2020

• Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
• With changes to the way they sell, Scouts can earn more Rewards faster!

*Will you help me go to camp and buy some Popcorn?
Why do Scouts love Trail’s End Rewards?
• Earn double points with Online Direct
• Bigger prizes
• Millions of choices on Amazon.com
• Get prizes faster
• Delivered to their door

Why do Leaders love Trail’s End Rewards?
• The Trail’s End leader portal is a one-stop shop for everything, including Rewards ordering.
• Orders are tracked automatically for leaders when Scouts 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 motivate Scouts through the App.

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REGISTER YOUR UNIT

Let Us Know

Your Unit is Selling This Fall!

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*Unit must be registered to sell by no later than August 15, 2020 to qualify.

COMMIT NOW: www.trails-end.com/unit-registration
Get your questions answered and share ideas between Unit Leaders across the country about the Trail’s End popcorn fundraiser in the Trail’s End Facebook Popcorn Community.

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail’s End when your unit needs support and share ways Trail’s End can serve your fundraising needs better.

Text **FACEBOOK** to 62771 to join!

*Will you help me go to camp and buy some Popcorn?
START SELLING EARLY

Reasons to Start Selling NOW

• Uncertainty of COVID-19 return
• Trail’s End Online Direct unit promotion:
  • Earn 5% of Online Direct sales as an Amazon.com gift card – Jul 1-Aug 15
  • Unit must be registered by August 15, 2020 to qualify.
  • $4.99 shipping on first item of all Online Direct Orders between now and 8:00pm tonight.
  • Still $0.99 for each item after the first

• Scout Online Direct Entrepreneur Challenge
  • Scouts that will pledge to do their best to sell $2,500 or more through Online Direct from July 1 – August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a $200 Amazon.com Gift Card.
  • Take the Pledge: https://www.surveymonkey.com/r/6MKNHGB

*Will you help me go to camp and buy some Popcorn?
Appendix: Traditional Products

OVER 73% SUPPORTS OUR LOCAL SCOUTS*

Cheese Lover’s Collection
Over $22 to local Scouts*
Contains Milk
- White Cheddar Popcorn
- Blazin’ Hot Popcorn
Comes in a gift box.

SUPPORT SCOUTS, THE MILITARY AND FIRST RESPONDERS WITH AN AMERICAN HEROES DONATION!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

Donation Levels

$50

$30

EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!
APPENDIX: DONATIONS

AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders and the U.S. Military. Trail’s End has teamed up with Soldiers’ Angels to distribute the popcorn to VA Hospitals, National Guard units, and military bases across the country.

- Over $66 million worth of popcorn has been donated to U.S. troops over the years
- Last year consumers purchased over 129,000 Military Donations
- In 2019, over 2,900 pallets of popcorn was shipped to 45 locations in 22 states

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<table>
<thead>
<tr>
<th><strong>KEY DATES TO REMEMBER</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Direct and Take Order</td>
<td>7/25/2020</td>
</tr>
<tr>
<td>Begins</td>
<td></td>
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<tr>
<td>Show N’ Sell Orders Due</td>
<td>8/28/2020</td>
</tr>
<tr>
<td>Show N’ Sell Distribution</td>
<td>9/18/2020 or 9/19/2020</td>
</tr>
<tr>
<td>Show N’ Sell Returns (Full Unopened Cases)</td>
<td>10/27/2020</td>
</tr>
<tr>
<td>Take Order Due (in pieces/containers)</td>
<td>10/30/2020</td>
</tr>
<tr>
<td>Take Order Distribution</td>
<td>11/20/2020 or 11/21/2020</td>
</tr>
<tr>
<td>Final Payment Due to Council</td>
<td>12/4/2020</td>
</tr>
</tbody>
</table>

*Will you help me go to camp and buy some Popcorn?
Take Order and Online Direct sales methods start TODAY!!!

Benefits of starting now:
• Focused time on these two sales methods before getting caught up in Show N Sell
• Take advantage of early sale start to help make an educated Show N Sell first order.
• Early Take Orders can help fill Show N Sell leftovers

Utilize the “How to sell $1,000 Social Distancing in 8 hours” Handout

*Will you help me go to camp and buy some Popcorn?
Changes to Show N Sell Method

Return Policy
- Maximum returns of Show N Sell product allowed 10%
- No returns equals a commission bonus!

Maximum Starting Show N Sell Order
- Your starting Show N Sell order cannot be any more than 35% of your initial 2019 Show N Sell order.
- If you need help with this, then please reach out to Matt Lanouette

Replenishments Will Be Offered
- Any replenishment requests are due by Thursdays 11:59pm starting Sept. 24
- Guaranteed to have product no later than 2 weeks from date requested.
- You will have to pay for the first order before submitting a replenishment order
- Allows for conservative optimism

*Will you help me go to camp and buy some Popcorn?
### Commission Type: Commission Percentage:

<table>
<thead>
<tr>
<th>ONLINE DIRECT</th>
<th>40%</th>
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<tbody>
<tr>
<td><strong>ONLINE DIRECT SALES</strong> (July 1 – Aug. 15, 2020, Unit must register to qualify.)</td>
<td>5% (Amazon.com gift card)</td>
</tr>
<tr>
<td>TRADITIONAL</td>
<td>30% (Total Potential of up to 39%)</td>
</tr>
<tr>
<td>Growth over 2019</td>
<td>2%</td>
</tr>
<tr>
<td>Participate in a Trail’s End Webinar</td>
<td>1%</td>
</tr>
<tr>
<td>No Show N Sell Returns (Must have ordered Show N Sell)</td>
<td>3%</td>
</tr>
<tr>
<td>Sell with App (80% sales recorded)</td>
<td>2%</td>
</tr>
<tr>
<td>Host a Unit Kickoff (share clip of sales pitch training to Matt Lanouette)</td>
<td>1%</td>
</tr>
</tbody>
</table>
Local Council Incentives

American Heroes – Being Prepared for Anything

**Sell $50** – American Heroes themed Council Strip Patch

**Sell $650** – Get entered into a drawing for a chance to win 1 of 5 $50 visa gift cards. Additional entry for each increment of $650. Scout cannot win multiple gift cards.

**Sell $950** – Earn a $15 FandangoNOW gift card to stream movies at your safety and leisure

**Sell $1,500** – Earn, your choice of, an ONSC Top Sellers ball cap or beanie

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 $100 Gift Card (Scout Shop, Wal-Mart, Amazon or REI)
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Take Order Form Pickup By District:

- **Akela**
  - Thursday, August 6th @ 5:30 – 7:00pm
  - Starbucks (2209 N Main St, High Point)

- **Alamance**
  - Thursday, August 6th @ 6:30 – 8:00pm
  - Shiloh Presbyterian Church (2638 Grand Oaks Blvd, Burlington)

- **Cherokee**
  - Rockingham County – Elizabeth’s Pizza (8460 NC-87, Reidsville), Tuesday, August 4th @ 5:30 – 7:00pm
  - Person County – Biscuitville (402 N Madison Blvd, Roxboro), Thursday, August 6th @ 11:30am – 1:00pm

- **Guilford**
  - Visit Council Office to pickup (Office hours 8:30am -5:00pm)
  - Contact Matt Lanouette or John McPhail if outside of office hours is needed

- **Uwharrie**
  - Contact Gary Stasco at Gary.Stasco@scouting.org or (336) 646-3161 to coordinate pickup of Take Order Forms

*Will you help me go to camp and buy some Popcorn?
Use Zoom (or similar software) if not able to meet in person

Agenda:
- How the money raised benefits each Scout family
- Unit & Scout sales goals
- How to Sell $1,000 Social Distancing in 8 Hours (PDF)
- Train and practice sales pitch
- Everyone downloads the Trail’s End App
  - Text **APP** to 62771 to download.
- Trail’s End Rewards
- Unit specific promotions (optional)
- Key dates for your Sale
- Request they join the Trail’s End Scout Parents Facebook Group to get tips and ask questions!

Text **KICKOFF** to 62771 to Download Presentation.
CONTACTING SUPPORT

CONTACT TRAIL’S END SUPPORT

JOIN OUR FACEBOOK GROUP
Trail’s End Popcorn Community
https://www.facebook.com/groups/TEPopcornCommunity

VISIT OUR WEBSITE
www.Trails-End.com

EMAIL US:
Support@trails-end.com

NEED HELP? VISIT OUR FAQS:
www.Support.Trails-End.com

COUNCIL CONTACT INFO

Matthew Lanouette: Staff Advisor
matt.Lanouette@scouting.org
(336) 908-5027

*Will you help me go to camp and buy some Popcorn?
Text the keywords below to 62771 to Download.

<table>
<thead>
<tr>
<th>Leaders</th>
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<tbody>
<tr>
<td></td>
<td><strong>KERNELGUIDE</strong></td>
<td>Popcorn Kernel Guide (PDF)</td>
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<td></td>
<td><strong>KICKOFF</strong></td>
<td>Unit Kickoff Presentation (PPT)</td>
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<td><strong>WEBINAR</strong></td>
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<td><strong>FACEBOOK</strong></td>
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<td><strong>REWARDS</strong></td>
<td>Trail's End Rewards Flyer (PDF)</td>
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<td>Take Order Form (PDF)</td>
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</table>
THANK YOU

Join us on Facebook!
facebook.com/groups/TEPopcornCommunity
Remain in the meeting for questions or leave at any time when your questions have been answered.

*Will you help me go to camp and buy some Popcorn?