WELCOME!

MIDDLE TENNESSEE COUNCIL'S

2021 POPCORN KICKOFF

2020 Popcorn Sales Facts

- 2020 MTC Total Sales = $645,684(63% decrease)
2019 Total Sales = $1,711,131

- $443,623 was returned to Scouting

- Online sales = $239,822 (60% increase)

REGISTER YOUR UNIT

https://www.trails-end.com/unit-registration

2021 Commission Structure

Unit Prize Program (units select their own prizes)

- Base Commission Starts At: 33%
- Attend 1 popcorn orientation/kickoff on July 10 or July 17 - earn additional 2%.
- Exceed 2021 unit sales goal, meet all deadlines including payment, you will earn the additional 2%

2021 total possible unit commission—37%

Trails-End Marketing Prize Program

- Base Commission Starts At: 28%
- Attend 1 popcorn orientation/kickoff on July 10 or 17 - earn additional 2%.
- Exceed 2021 unit sales goal, meet all deadlines including payment, you will earn the additional 2%

2021 total possible unit commission—32%

NOTE: All commission plans require on-time payment

KEY DATES

August 2 – Popcorn Online Sales Period Starts
August 6 – All Unit S & S Due into Trails-End system
August 16 – Popcorn Sale Starts
August 28 – S & S Product Distribution

September

September 11 – September 24– $450 Popcorn Blitz Sales Period
September 11-12 – Kroger Selling Locations Weekend #1
September 18-19 – Kroger Selling Locations Weekend #2

October

October 2-3 – Kroger Selling Locations Weekend #3
October 15 – Popcorn Sale Ends
October 15 – All Show & Sell monies due
October 15 – All Take Orders and Prize Orders Due in Trail's End system

November

November 5 – Take Order Popcorn Distribution (depending on location)
November 6 – Take Order Popcorn Distribution (depending on location)
November 30 – Popcorn Online Sales Period Ends

December

December 3 – All popcorn monies due

SELLING METHODS

Online

- Kernels present to/train Parents
- Parents setup scout account
- Friends & Family Purchase online
- Open **8/2**
- Shipped to customer **(free shipping!)**

Show & Sell

- Kernels book Kroger spots www.mtcbsa.org/popcorn
- 2nd and 3rd weekends in Sept. and first weekend in Oct.
- Kernels or Parents schedule other sites as possible
- Order product by **8/6**
- Pickup product on **August 28**
- Kernels schedule scouts, parents & product
- Collect cash, utilize cc readers, pay district by **10/15**

Take Orders

- Scouts and Parents sell to Friends and Family
- Kernels aggregate sales (app or forms) and order by **10/15**
- Kernels collect prize selections and order by **10/15**
- Pickup product on **11/5** & **11/6** and distribute
- Collect cash, utilize cc readers, pay district by **12/3**

Wagon Sales

- Option 1 – order extra S&S product, sell face to face
- Option 2 – take orders face to face, fulfill as Take Orders
- Option 3 – online direct selling

2021 Product Mix

$10 Classic Caramel Corn (9oz)

A traditional favorite full of rich caramel corn

$15 Popping Corn Jar (28 oz)

Trail's End plain kernels for those who like to make popcorn from scratch

$40 Sweet & Savory Collection

White Cheddar Cheese (9oz)

Salted Caramel (20oz)

$20 Unbelievable Butter Popcorn (12 Pack microwave)

$25 Salted Caramel Popcorn (20oz)

A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt

$20 Kettle Corn (6oz)

$15 Chocolatey Pretzels (12oz)

$20 White Cheddar Cheese Popcorn (9oz)

The perfect combination of ligh, crispy popcorn and rich white cheddar cheese deliciousness in every bite

$30 / $50 American Heroes

POPCORN FOR OUR TROOPS

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

2021 Online Product Mix

$30 Original Beef Jerky (2.6oz)

Online Direct Only

$30 Honey Roasted Peanuts (18oz)

Online Direct Only

$65 Campfire Blend K-Cups (32 count)

Classic all– American, medium roast

Online Direct Only

$45 Backyard BBQ Bundle

1 Original Beef Jerky bag (2.6oz)

1 White Cheddar Cheese Popcorn bag (9oz)

Online Direct Only

$40 Sweet and Savory Bundle

White Cheddar Cheese Popcorn (9oz)

Salted Caramel (20oz)

Online Direct Only

$50 Ultimate Snack Bundle

1 Original Beef Jerky bag (2.6oz)

1 Unbelievable Popcorn (12 pk microwave)

Online Direct Only

$70 Let's Go Camping Bundle

1 Original Beef Jerky bag (2.6oz)

1 White Cheddar Cheese Popcorn bag (9oz)

1 Salted Caramel Popcorn bag (20 oz)

Online Direct Only

$55 Let's Go Hiking Bundle

1 Original Beef Jerky bag (2.6oz)

1 Honey Roasted Peanuts (18oz)

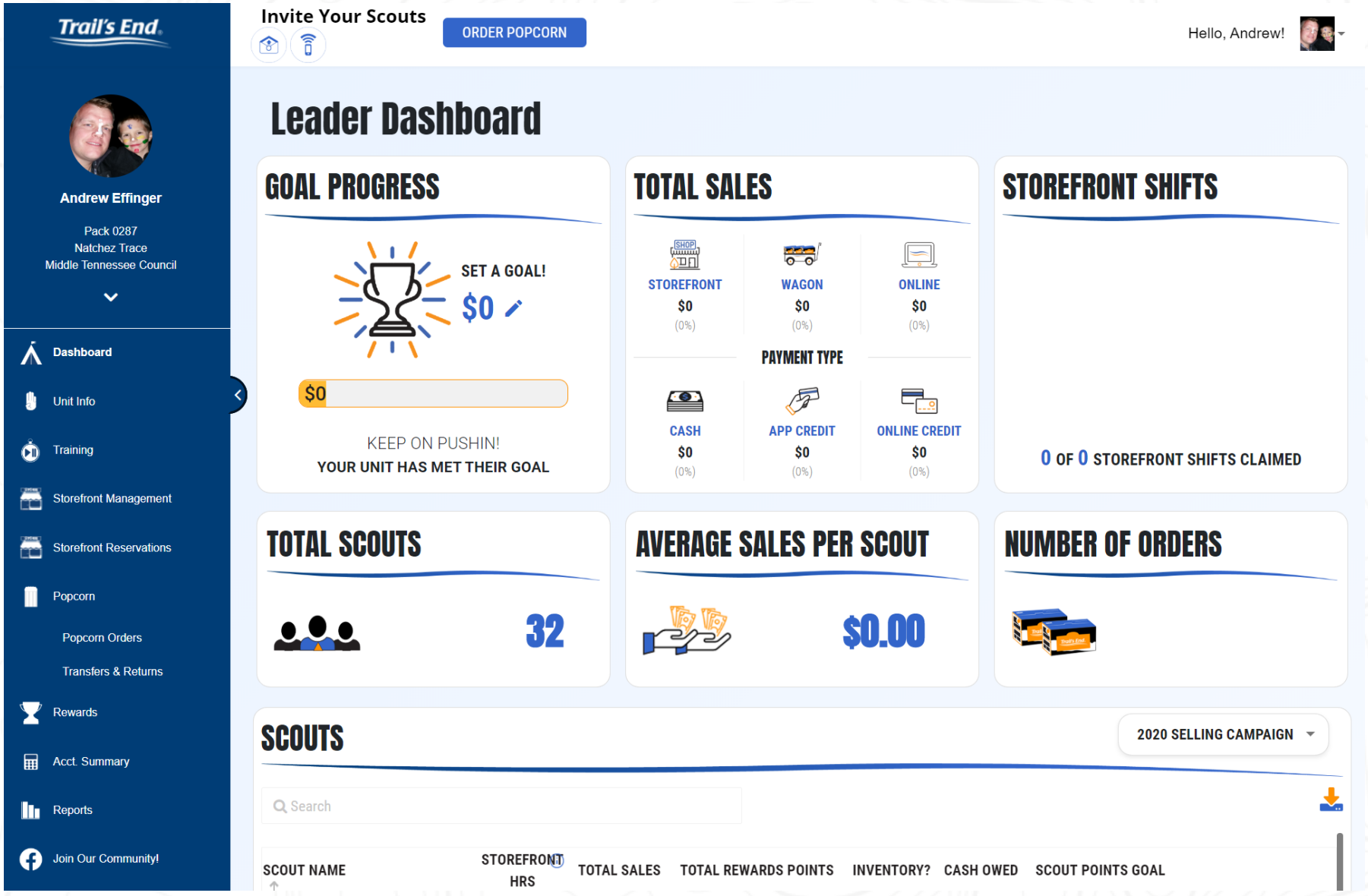
Online Direct Only

2021 MTC INCENTIVES/REWARDS

2021 Trails End Rewards

BEST PRACTICES

TRAILS END LEADER DASHBOARD



- Invite your scouts
- View Training Materials
- Manage
  - Storefronts
  - Reservations
  - Inventory
  - Rewards
  - Account Balances
- Run Reports
  - Sales by Scout
  - Sales by Shift
  - Cash vs Credit Card
  - Inventory Ordered
  - Adjust Sales

SHOW & SELL

SELL AT STOREFRONTS

- Two Scouts per shift
- Preferably veteran with rookie
- Don’t hide behind table/display
- Use every store in your area
- Let no one pass!
- $18 Avg. Transaction, $100+/hr

RECRUITING

- We’re already selling Scouting!
- Scouts recruiting Scouts
- Have flyers
- Interest list

SHOW & SELL PLANNING

- How much will we sell?
  - 2017 – averaged $170 per shift hour
  - 2018 – averaged $204 per shift hour
  - 2019 – averaged $261 per shift hour
- Saturday:
  - Kroger - 9 AM -2 PM & 2 PM - 7 PM Shifts
  - 10 hours = $1,700 - $2,600
  - 6-10 Scouts & 3-5 Parents
- Sunday:
  - Kroger - 12 PM – 3 PM & 3 PM - 6 PM Shifts
  - 6 hours = $1,000 - $1,500
  - 4-6 Scouts & 2-3 Parents
- Each scout working 2-3 shifts & selling to family easily earns $500

SHOW & SELL SHIFT MANAGEMENT

STOREFRONT SALES

2020 SELLING CAMPAIGN

MANAGE SHIFTS

July 2020

Sunday	Monday	Tuesday	Wednes...	Thursday	Friday	Saturday
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

CLEAR DATE FILTER

STATS

TOTAL SALES

$0.00

SPLIT METHOD

DAY

CASH OWED TO UNIT

REGISTERED SHIFTS

TODAY	TOMORROW	TOTAL
0	0	0

Search

-- Future --

ADD STOREFRONT +

No data available

SITE NAME	DATE	SALES	INVENTORY?	$ OWED

ONLINE DIRECT

Best & Preferred Way to Sell

- Safest way for Scouts to sell
- 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

ONLINE DIRECT

Trail's End®

HOW IT WORKS

TWO WAYS TO SELL

SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media.
2. Customers click you 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.

TAKE ORDERS

DOOR TO DOOR

- Neighbors
- $28 Avg. Transaction, $100/hr

FRIENDS,FAMILY, WORKPLACE

- Door to Door
- Friends & Family, Workplace

BLITZ DAYS

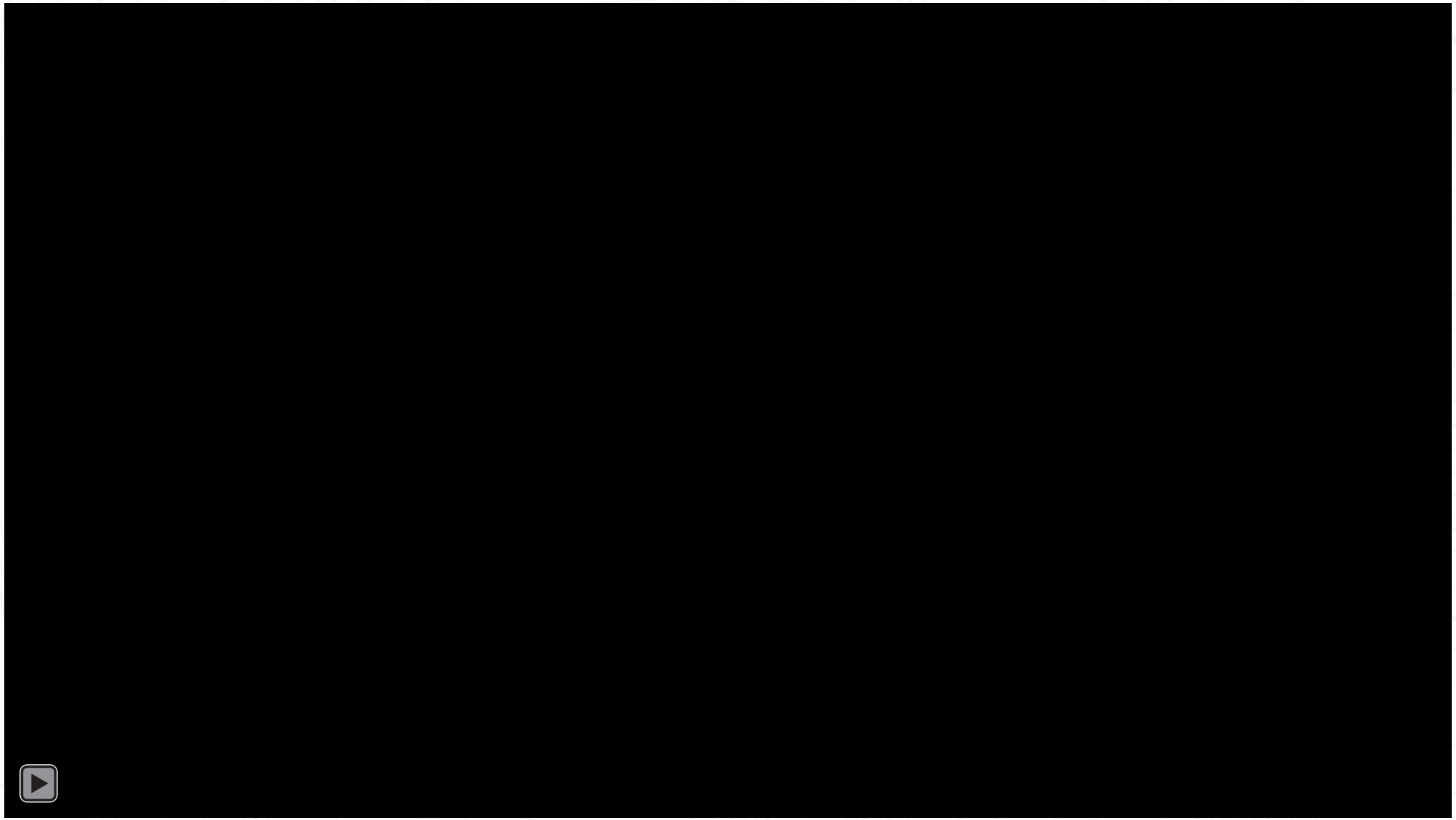
- Dens & Patrols are assigned neighborhoods
- Top Selling Den incentive
- Social gathering after

Sales Presentation for your Scouts

- *Hi Sir/Ma'am, my name is _____*
- *I'm a scout with pack/troop _____*
- *We're selling popcorn to help raise money for _____*

  (camp outs, canoe trip, year of adventures, etc.)
- *You can help us by trying some of our delicious popcorn*
- *You'll help us, won't you? (don't forget the nod)*

Sales Presentation for your Scouts



Remember these important things!

- *Attitude affects Aptitude*
- *Sell what we all believe in – SCOUTING!*
- *Scouts in Class A Uniforms, represent Scouting well!*
- *Train the sales presentation so scouts don't have to improvise*
- *Youth looking adults in the eye and speaking directly to them shows respect, and will blow them away*
- *Celebrate your Scouts along the way!*

MOTIVATING SCOUTS

SCOUT MOTIVATION

- Every Scout Sells – earns their way!
- Set a Goal – maybe offset dues
- Bigger Prizes – make a big deal of prize handouts

PARENT BUY-IN

- Scouts Personal Growth – develop a superpower!
- Scout Rewards – confidence (and toys)!

KICKOFF

- Info
- FUN!
- Parent Buy-In – get them on the app @ kickoff!
- Top Seller Pledge

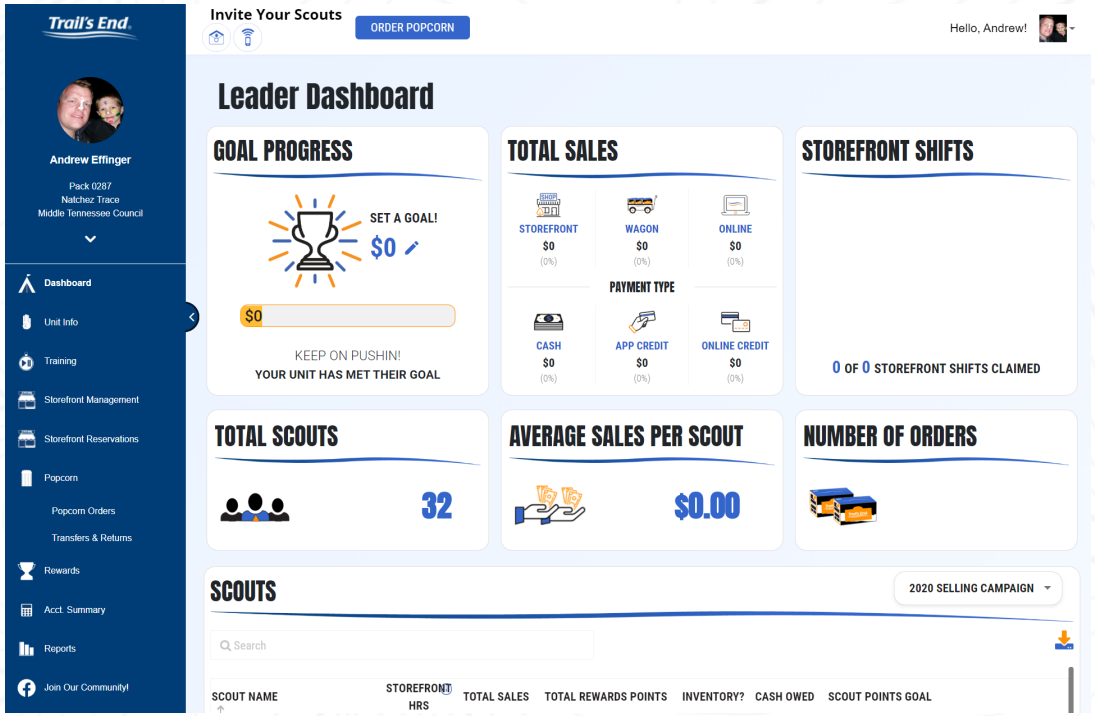
THE 2021 POPCORN SALE

TECHNOLOGY

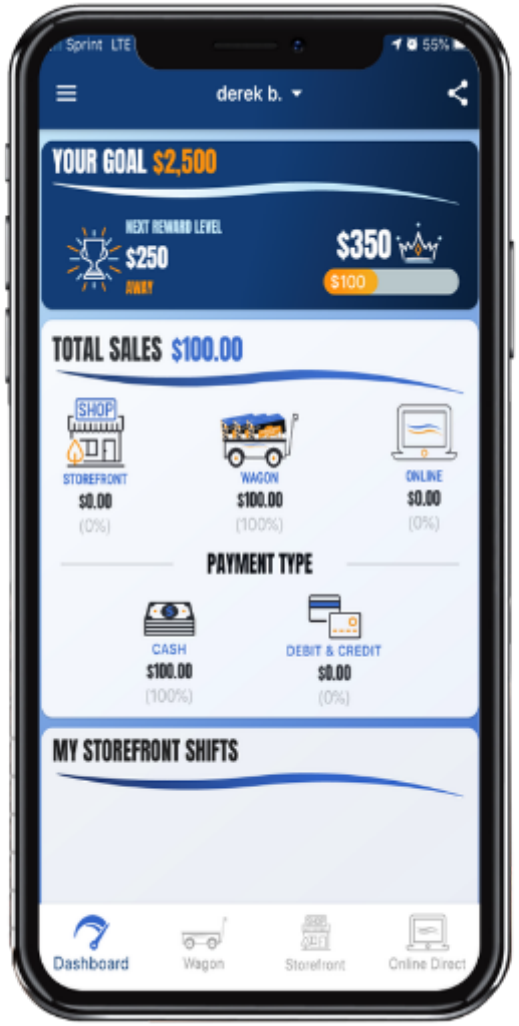
TRAILS-END.COM UNIT PORTAL

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



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.

TRAIL'S END APP

Text APP to 62771 to

DOWNLOAD THE APP & START SELLING TODAY

Download on the App Store

GET IT ON Google Play

ONE MINUTE to register your account!

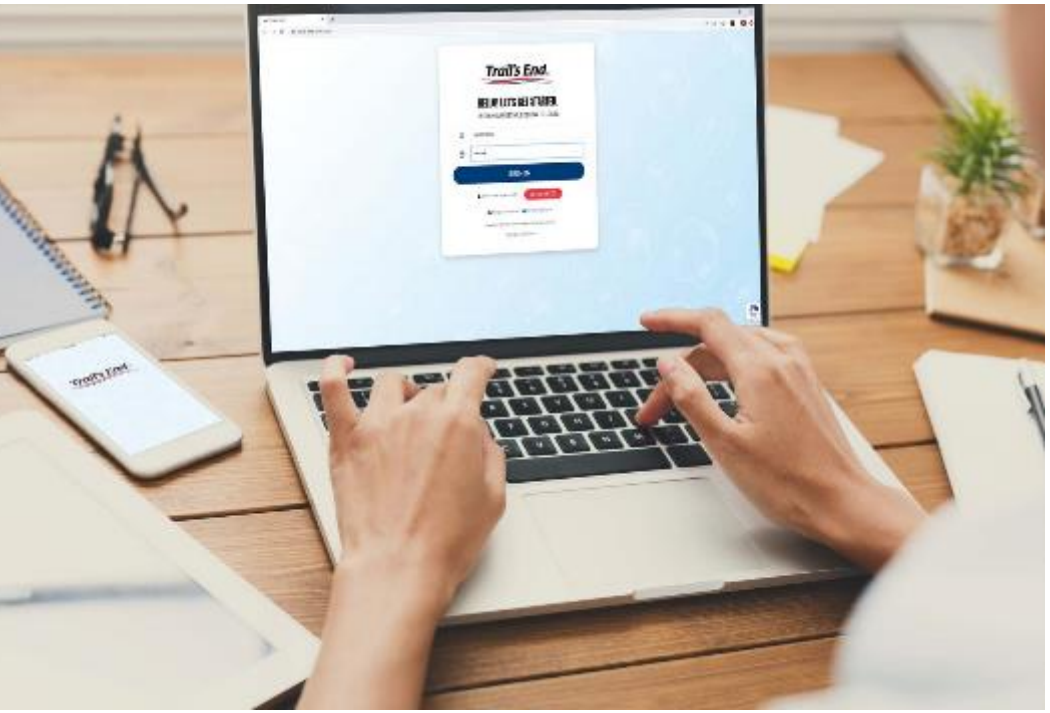
Accept Debit & Credit Cards for FREE! No Reader Required.

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.*

TRAIL'S END LEADER PORTAL



Login at: www.Trails-End.com
with your Trail's End Leader account.

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.

Trail's End App Training

Over 150 Webinars in 2021
Every Question Asked...Every Question Answered!

Register at www.trails-end.com/webinars

WE ARE TO HELP YOU SUCCEED

COUNCIL CONTACT INFO

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TRAILS END SUPPORT

Facebook Group
facebook.com/groups/TEPopcornCommunity

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

General Support
support@trails-end.com

Popcorn website
www.mtcbsa.org

KROGER LOCATIONS SIGN UP

- LINK GOES LIVE ON MONDAY, JULY 19 AT 9 A.M.

- The link will be posted on the popcorn webpage on www.mtcbsa.org

It will say – Click here to sign up for a Kroger location

Trail's End

Thank You!

Questions?
Reach us at anytime.
We are here to help