# Black Hills Area 2023 COUNCIL KICKOFF





### WHY POPCORN?



#### **Fund Unit Adventures**

Use the Unit Adventure Planner

#### **Examples**

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancement
- Annual dues

#### **Scouts Learn**

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

#### **Scouts Earn Rewards**

- Amazon e-gift cards
- Millions of rewards to choose from



### WAYS TO SELL



### WAYS TO SELL



#### **ONLINE DIRECT**

- Ship direct to your customers
- Record in the app
- Share your page via email, text, social media or QR code
- No handling of products or cash
- \$65 Average Order
- Products & prices may vary
- Shipping/Tax may apply
- Available year-round

#### STOREFRONT SALES

- Leverage high foot traffic retailers
- Reserved by Unit Leaders
- Sign up to sell in person at a store
- \$162 per hour National average
- One parent and one Scout cover more hours
- Set your storefront split method in the Leader Portal before storefront sales begin

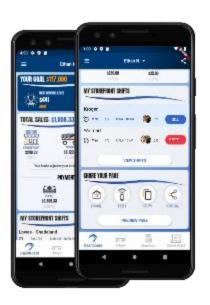
#### **WAGON SALES**

- Deliver product to your family,
   friends and neighbors' homes
- Ask parents to ask their co-workers
- Mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, and deliver products
- Undelivered: Take order and deliver products later
- Always have an adult with you

### ONLINE SALES



## Via the Trail's End App No Cash or Product Handling \$65 Average Order Value



#### SHARE YOUR PAGE

- 1. Share your fundraising page via email, text, or social media.
- Customers click your link to place online orders.
- 3. Products ship directly to your customer's home.



#### **DIRECT ORDERS**

- Pick your products.
- 2. Credit or debit payments only
- 3. Products ship directly to your customer's home.

### ONLINE ASSORTMENT

www.trails-end.com







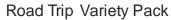














Movie Night Bundle



Picnic Bundle



Let's Go Hiking Bundle



Ultimate Snack Pack



Game Night Bundle









#### **LIMITED TIME OFFERINGS:**

Snowflake Pretzels 7 oz \$35 Peppermint Bark 9 oz \$40 Dark Choc Sea Salt Caramels 10.5 oz \$35 Chocolate Lovers Bundle \$95 Chocolate Trio Bundle \$110

### ONLINE SALES



www.trails-end.com

### **Shipping Information Effective 7/5/2023**

- \$10.99 Paid Freight (vs. \$13.99)
- \$65+ Free Shipping (vs. \$70)
- +\$3.00 Handling
  - Microwave, Popping, Sea Salt Snack Pack (new)





### MAKE YOUR SALE EASY!



### **Trail's End App for Scouts**

- Text APP to 62771 to download / register
- Record sales (accept credit cards)
- Storefront sign up
- Track goals' progress
- Record deliveries
- Share online sale page
- Claim rewards

#### **Unit Leader Portal**

- www.trails-end.com/leader
- Manage all things sale-related
- Mobile-friendly portal via your phone's browser
- When Scouts use the app, Leaders can:
  - Track progress toward goals
  - Inventory monitoring
  - Oversee storefront sign-ups
  - Storefront setups
  - Split sales
  - Manage accounting and more!

### CREDIT CARDS



- Many consumers prefer credit or debit card transactions
  - "Advise your customers we prefer credit or debit payments"
- Trail's End covers credit card fees for transactions recorded via the APP\*
- Earn 1.25 Reward points for every \$1 sold app credit card
- No cash handling for Scouts or Unit Leaders
- Square readers are compatible with the Trail's End App
- Square Bluetooth readers also accept Apple Pay and Google Pay
- ALL Scouts can enter credit cards manually
- Parents pay Wagon Sales cash due by clicking "Pay Now" on the Wagon Sale screen\*\*



### A SUCCESSFUL SALE



### A SUCCESSFUL SALE



### **Unit Leader Preparation**

- Attend Webinars & Training Tab
- Plan your program year & key adventures
- Set budget and goals via the Unit Leader Planner
- If participating in Trail's End Storefront program, reserve prime hours at prime locations
- Secure your own additional storefront hours if needed
- Obtain supplies:
  - Square Readers
  - Storefront supplies
  - Unit incentives
- Review the Unit Leader Portal training tab
- Prepare for your Unit Kickoff

#### **Prepare your Scouts & Families**

- New Scout? Download the app
  - Text APP to 62771 to download/register
- Setup accounts in the app (One Account per Scout)
- Encourage Scouts to review the training tab
- Motivate with incentives and how you will use the funds
- Communicate key dates and progress

### BUDGET & GOAL



- Plan your adventures for the year
- Determine Unit expenses
  - Dues
  - Advancements
  - Supplies
  - Etc.
- Utilize the Unit Leader Planner tool (storefront hours, budgeting, goal setting)
- Set Unit and individual Scout sales goals
- Decide on Unit incentives for Scouts

#### **Obtain Kernel Guide for planning**

### UNIT KICKOFF



#### Make it fun

Create excitement with food, games, and prizes

#### **Set Stretch Goals**

- Review your program calendar and Unit sales goals
- Assist Scouts to set their individual goals

### **Get started with the Trail's End App**

- Scouts who sold previously use the same account
- New Scouts set up an account
- Each Scout requires their own account

#### Talk about prizes

- Trail's End Rewards Amazon Gift Cards
- Council & Unit Incentives

### **Training**

- Role play to train kids how to sell
- Direct Scouts/families to the training resources in the App
- Review key dates



### 2023 TRAINING & LIVE SUPPORT



### UNIT LEADER WEBINARS



#### **Attend Live Moderated Webinars**

- Register at <u>www.trails-end.com/webinars</u>
- New & Existing Unit Kernels are encouraged to attend
- Sessions run from July 6 Sept 9

#### **Training Tab in Unit Leader Portal**

Review recorded webinar videos, separated by topic

### GET READY TO SELL



#### Sell More Perfect Your Sales Pitch

 Big smile, make eye contact, introduce yourself, and which pack you are a part of

"Hello, I'm [Your First Name] from [Pack#]"

Let people know your goals

"I'm earning my way to [adventure or summer camp"]

Close your sale

"Can I count on your support today?"

Thank your customer and end your sale

"Thank you, we prefer credit / debit payment"

#### Look Sharp, Be Prepared

- Always wear your Class A field uniform
- Always speak clearly and say, "Thank you!"
- Download the app and login in advance
- Grow your sales by asking every customer
- Know your products
- Be ready to answer "What is your favorite flavor and why?"
- Ask the customer for their support of your Scouting activities.
- Tell your customer what being a Scout means to you

### TRAIL'S END MANAGED STOREFRONTS



- Prime hours and prime locations booked by Trail's End
  - Sites still to be added Cabela's, Fleet Farm, Sam's Club, all three Walmart's
- Selection Order & Dates
  - July 31 3 Initial selections for units in attendance tonight
  - August 4 3 selections for all units order will be assigned randomly
  - August 15 System will open and stay open for all units to make selections for the remainder of the sale

#### **Benefits**

- Saves Unit Leaders time
- Provides more opportunities for all Scouts to earn their way
- Improves relationships with store managers

### UNIT BOOKED STOREFRONTS



#### Best practices when booking your own storefronts:

- Determine high foot traffic days, times, and locations (Google Analytics)
- Book one to two months in advance
- Visit the store in your Uniform with one or more Scouts
- Shop the store, then request to speak with the manager
- If permission is granted, ask for and notate expectations and follow the rules
- Always say 'Thank you!"

### REWARDS



Record all sales via the App to qualify Scouts earn points

- 1.25 points for every \$1 sold app credit card and online
- 1 point for every \$1 sold app cash

Receive an Amazon e-gift card Scouts choose prize(s) from Amazon.com

Did You Know?!?

1,750 points (\$1,500 in sales) provide funds for most Scouts' Year of Scouting, including registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine, and much more.

Plus, Scouts earn a \$60 Amazon e-Gift card!\*



GIFT CARD
10% of total sale
\$1,250
\$1,000
\$750
\$550
\$450
\$350
\$250
\$200
\$150
\$100
\$70
\$60
\$50
\$40
\$30
\$20
\$10





### TRADITIONAL PRODUCTS



















### S'MORES ORDERING INFORMATION





- S'mores will ship at a maximum of 10% (retail) of your orders to stay in line with market research, prevent excess inventory, and manage production constraints.
- For every \$3,000 ordered, Units can only order 1 case (12 bags) of S'mores. This applies to S'mores only.

### ORDERS & DISTRIBUTION Trail's End.



#### **Order Due Dates**

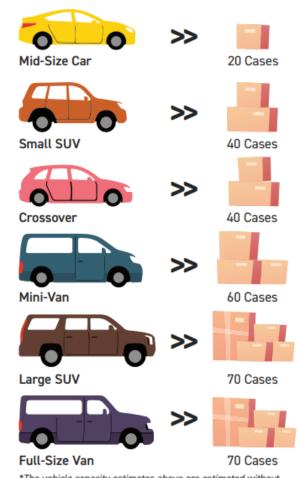
- Initial Order: [9/1]
- Replenishment Order: [9/24]
- Final Order: [11/2]

#### Distribution

- Initial Order: [9/15]
- Replenishment Order: [10/6]
- Final Order: [11/17]

Insert your Warehouse Location(s)

Fisher Beverage



<sup>\*</sup>The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.



## 2023 COUNCIL SALE SPECIFICS



### COMMISSION



- Blitz Sales
  - Sales Commission = [35%]
- Traditional (Wagon/Storefront)
  - Sales Commission = [base 30%, Cub Scout and Troop Bonus]
- Online Sales Commission = [30%]

### KEY DATES



#### (Insert your Council information on dates)

- [7/31] Storefronts signups begin
- [8/4-8/13] Sturgis Rally Sale
- [8/25-9/8] Blitz Sale
- [9/15] Initial Distribution
- [9/15] Wagon & Storefront sales begin
- [10/29] Wagon & Storefront sales end
- [11/2] Final orders due
- [11/6] Final paperwork and returns due to Scout Office
- [11/17] Final order distributed (including Chocolate)
- [January (TBD)] Popcorn Celebration! A "Wonka" extravaganza

### Weekly Challenges



"A Wonka Extravaganza" – January exact TBD

What are some weekly challenges you would like to see included?

### KERNEL CHECKLIST



#### July/August

- 1. Determine your budget & set your goals
- Place an initial order
- 3. Attend a Trail's End Webinar
- 4. Join the Trail's End Facebook Group
- 5. Hold your Unit Kickoff

#### September

- It's Cub Scout recruiting season! Register their account to sell popcorn!
- Check Council calendar for replenishment opportunities
- Communicate with your Unit; progress toward goals, storefront opportunities, key dates, etc.
- Motivate your Scouts &
   Families, i.e., incentives and reminders of what funds do for your unit & Scouts.

#### October

- 1. Collect cash due from Scouts
- 2. Place your final order
- Distribute popcorn and ensure deliveries are made
- Pay your Council invoice or request your payout
- 5. Submit rewards for your Scouts
- 6. Celebrate your Success!

### COMMIT YOUR UNIT!





If you have not registered your unit for the Popcorn Sale, please do so today!

<u>www.trails-end.com/unit-registration</u>



### HAVE QUESTIONS? GET ANSWERS



#### **Council Contacts**

- Sharon Rendon rendosha@gmail.com 605-431-0216
- Adam Hough
   adam.hough@scouting.org
   605-342-2824

### Trail's End Support

Join Unit Leader Popcorn Community Group

Text FACEBOOK to 62771

Join Scout Parent Facebook Group

Text PARENTFB to 62771

Visit our FAQ's

https://support.trails-end.com

### **THANK YOU!**

