

A group of children are outdoors, engaged in a nature activity. One child is using a magnifying glass to look at something on the ground. Another child is pointing at the same area. A third child is sitting nearby, and a fourth child is partially visible in the background. The scene is set in a natural, wooded area with trees and foliage.

# **2022 POPCORN KICKOFF!**

**BAY AREA COUNCIL  
GALVESTON, TEXAS**

***Trail's End***

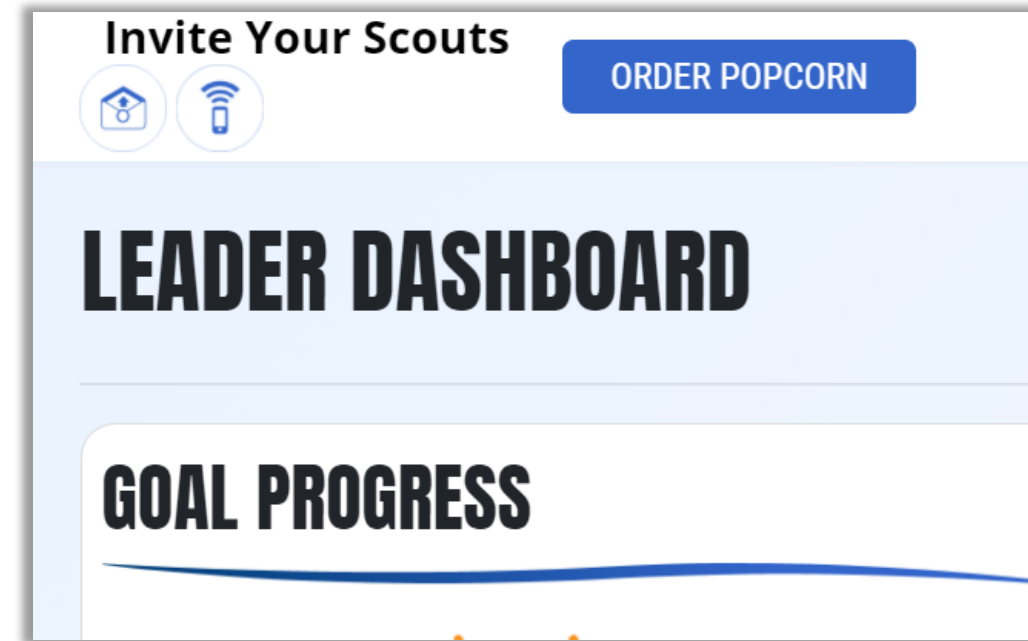
# Steps to Success



1. Attend a Trail's End Webinar
  - Register at [www.trails-end.com/webinars](http://www.trails-end.com/webinars)
2. Build Your Plan
  - Selling Methods
  - Unit Incentives (pie in the face)
  - Communication
  - Unit Kickoff
  - Set a goal
3. Invite Scouts to Register
4. Hold 'High Energy' Unit Kickoff
  - Present 2022-2023 Program Plan and Budget
  - Parent Buy-In
  - Scout Training
  - All Scouts Registered on Trail's End App.



## LEADER PORTAL



**SIGN UP YOUR UNIT FOR THE 2022 SALE!**

A photograph of two young children hiking through a forest. The child in the foreground is a boy with blonde hair, wearing a blue and white striped long-sleeved shirt and dark pants, with a backpack strap visible. He has his arms raised in the air and a joyful expression. Behind him, another child is partially visible, also with arms outstretched. The background is filled with green foliage and tree trunks. The entire image has a dark, semi-transparent overlay, and a vertical red line is positioned to the left of the main text.

# WAYS TO SELL!

***Trail's End***



# Ways to Sell



## **ONLINE DIRECT**

Online Direct sales are easier than ever for kids to sell virtually to friends and family and face-to-face with the new functionality to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for a unit. Families' setup their Trail's End account by downloading the Trail's End App, and they record sales directly in the app or share the virtual store to customers via email, social media and text message. Customers pay via credit/debit securely, and the products ship directly to them from Trail's End. There's no work for the kernel, and they can fundraise year-round!

## **WAGON SALES**

Take Order

Each kid collects orders in the app and delivers on hand product or marks product as "undelivered" to be delivered at a later date. This can be taken through neighborhoods, to parents' coworkers, friends, and family. It is at the unit's discretion whether money is collected up front or upon delivery, but the Trail's End App only tracks paid orders.

## **WAGON SALES**

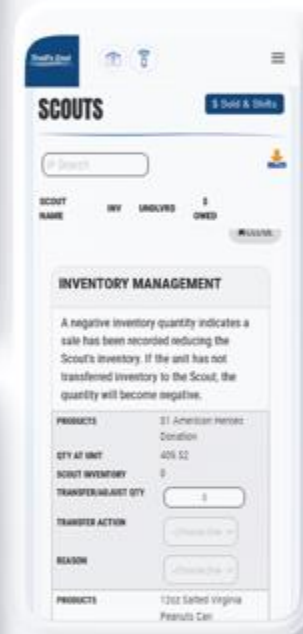
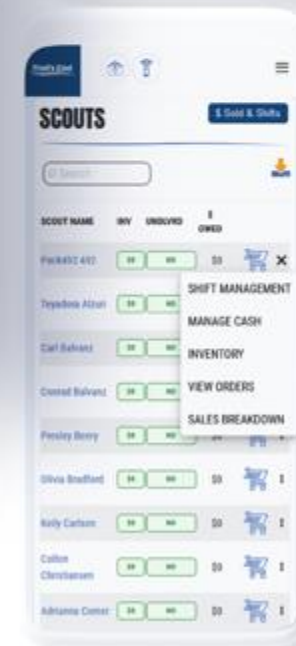
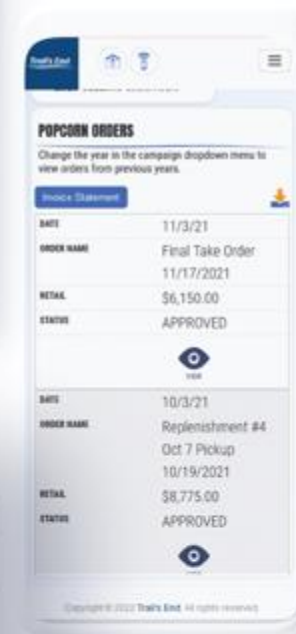
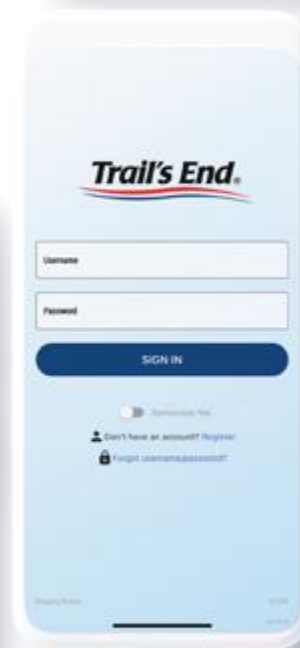
Door to Door with Product

Involves the kid bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of homeowners say that no one has ever come to their door, missing this great opportunity. Product is carried along in a wagon or vehicle, making it a quick and easy process for the customer.

## **STOREFRONT SALES**

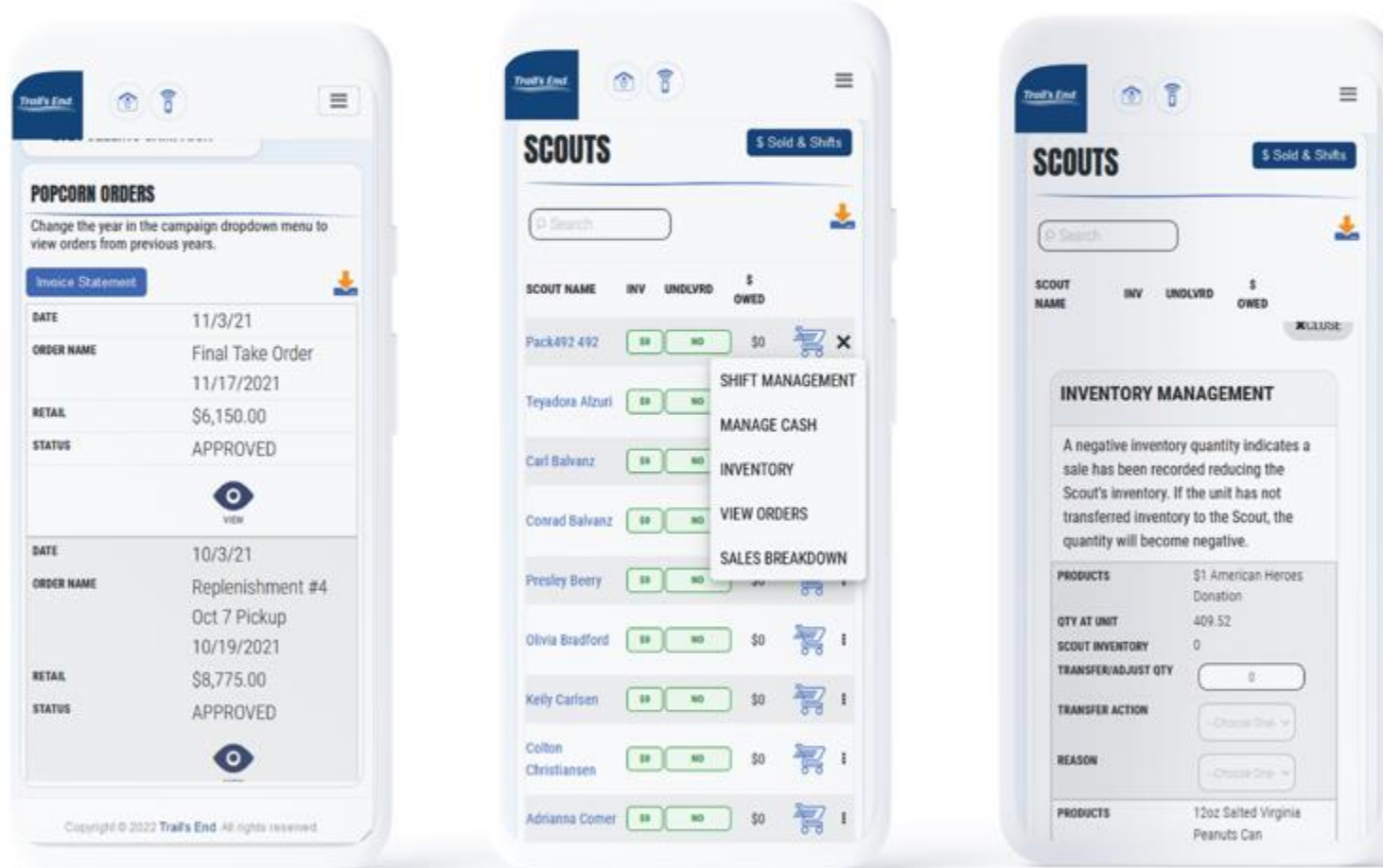
Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in May) to reserve the best locations. It is best practice to have ONE child and ONE parent at each shift to cover more shifts during the course of the sale.

# 2022 TRAIL'S END TECHNOLOGY



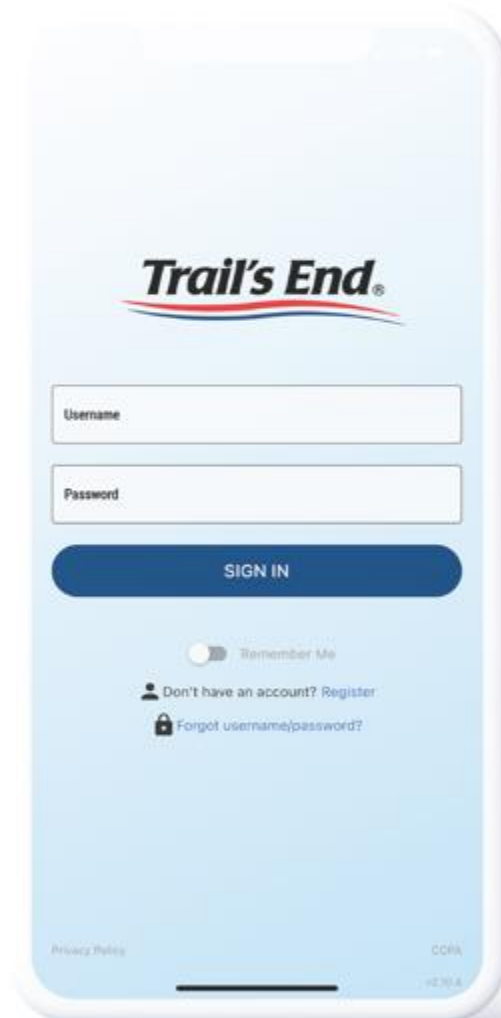
- The Unit Leader Portal is now mobile friendly where Units can access the portal while at a storefront or on the go.
- Units can manage their entire sale from their phone.

# Unit Leader Portal



All functionality built for mobile.

# Trail's End App



## AVAILABLE IN THE APPLE OR GOOGLE PLAY STORE

TEXT APP TO 62771 TO DOWNLOAD.

### Required to Register:

- Council
- District
- Unit

### 1 Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit."

### 2 Start Selling!

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

### Multiple Kids?

- Each kid must have their own registered account, even siblings.
- The some email can be used for multiple accounts
- Toggle between accounts within the app by clicking the name dropdown at the top of the screen.



# Trail's End App



## ACCEPTING CREDIT CARDS

Everyone 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.

### Bluetooth Reader


Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC (contactless) cards.

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.



# Trail's End Storefronts












**Jared Shepherd**

Pack 15  
Timpanogos  
Crossroads of the West Council

▼


-  Dashboard
-  Unit Info
-  Training
-  Storefront Management
-  Storefront Reservations

### Invite Your Scouts




ORDER POPCORN

## GOAL PROGRESS



SET A GOAL!

\$0 

\$0

KEEP ON PUSHIN!  
YOUR UNIT HAS MET THEIR GOAL

## TOTAL SCOUTS





# 2022 TRAINING & LIVE SUPPORT

***Trail's End***

# Trail's End Webinars



- Registration site is open for training!
- New and existing unit kernels are encouraged to attend.
- First session launches on July 9.

Register at: <https://www.trails-end.com/webinars>



# Trail's End Webinars



## Webinars

### Online Trainings To Make Your Fundraiser A Success

Attend the online Trail's End webinar trainings that helped units grow their fundraiser more than 11% in 2019!

#### NEW Unit Leader Training

Audience: NEW Unit Leaders



#### Open Office Hours

Audience: All Unit Leaders



#### RETURNING Unit Leader Training

Audience: RETURNING Unit Leaders



#### NEW Unit Leader Training

Join us for a detailed training of not only Trail's End technology but also hear directly from other Unit Leaders and Scouts themselves on best tips & tricks for this year's sale.

Audience: NEW Unit Leaders

DATE	DAY OF WEEK	TIME ET	
2022-07-09	Saturday	01:00 PM	<a href="#">REGISTER</a>
2022-07-13	Wednesday	06:30 PM	<a href="#">REGISTER</a>
2022-07-23	Saturday	12:00 PM	<a href="#">REGISTER</a>

# Open Office Hours



Have a question or a few? Swing by our Trail's End Popcorn Community Facebook page every Wednesday starting Wednesday, July 27th at 7pm EST through Wednesday, November 9th at 7pm and we'll be LIVE to help answer any questions that come through.

Open office hours are in addition to the Customer Support email + Social Media platform support outlets provided.

# TRAIL'S END REWARDS



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# TRAIL'S END REWARDS\*

KIDS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS

## WHY DO KIDS LOVE TRAIL'S END REWARDS?

- Kids get to buy the prizes they want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

## WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
- No collecting orders from families or distributing prizes.
- Simplified sale management.
- The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when kids 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 kids through the App.
- Leaders can wrap up the fundraiser and get back to Unit adventures faster!

\* Council participation may vary. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>

POINTS	GIFT CARD
17,500	10% <small>of total sale</small>
15,00	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1250	\$40
1,000	\$30
750	\$20
500	\$10

Earn More! Earn Easier! No need to write in orders!

**1.25 PTS Per \$1 Sold App Credit / Debit Card** (Wagon and Storefront)

**1PT Per \$1 Sold Cash and Online Direct**



A photograph of three children and an adult climbing a rope. The adult, wearing a pink shirt and a helmet, is at the top of the rope. Two children, one in a red shirt and one in a dark shirt, are below, both wearing helmets and smiling. The background is a clear blue sky.

# 2022 EXTERNAL FACTORS ON THE POPCORN CAMPAIGN

*Trail's End*

# Economic Factors

- The BSA National Council is implementing a licensing fee on all product sales.
- In 2022, popcorn companies are having to collect \$0.50 per container. This will result in an increase on the retail price of the product.
- This fee will be accessed on traditional sales and online sales.
- The fee will apply to physical items only; American Heroes & Helpers / military donations are exempt.

## Product cost increases since January 2020:

Item	Increase % 01/2020 - 11/2021
Corn	54%
Oil	45%
Paper	36%
Film	30%
Corrugate	26%
Labor	25%

## Diesel Fuel Costs Rapidly Rising...

U.S. On-Highway Diesel Fuel Prices\*(dollars per gallon)

[full history](#)  [XLS](#)

Change from

05/09/22

05/16/22

05/23/22

week ago

year ago

U.S.

5.623

5.613

5.571

↓ -0.042

↑ 2.318



# Economic Factors



**The opening price point of \$5 in 1980 equates to an opening price point of \$16.98 in 2021.**

**An opening price point of \$15 on the 9oz Caramel Corn will raise your total sales.**

**Real Council example in 2021 vs 2019 (app product sales):**

	<u><b>2019</b></u>	<u><b>2021</b></u>
Caramel Corn price:	\$10	\$15
Sales per Scout:	\$598.03	\$715.33
Caramel Corn items Sold:	31,334	12,980
Total Items Sold:	137,613	103,377
Total Selling Scouts:	4,063	2,835
Caramel/Scout items Sold:	7.71	4.58
Items/Scout Sold:	33.87	36.46
AOV:	\$21.18	\$24.18

A young boy with light brown hair is climbing a light-colored rock face. He is wearing a pink long-sleeved shirt, blue pants, and a climbing harness. A red rope is attached to his harness and extends upwards. The background is a blurred view of the rock wall and some greenery. The word "PRODUCTS" is overlaid in large white letters on the left side of the image, with a red vertical line to its left.

# PRODUCTS

***Trail's End***

# 2022 Price Points



**The Bay Area Council has taken following products' retail price point up to account for the increased costs due to inflation as well as the \$0.50/container National Licensing Fee:**

- Classic Caramel (\$15 from \$10)
- Popping Corn (no change)
- Unbelievable Butter MW (\$25 from \$20)
- White Cheddar (\$25 from \$20)
- Kettle (\$25 from \$20)
- Chocolate Pretzels (no change.....TAKE ORDER ONLY!)
- Salted Caramel (no change)
- Kettle Corn and White Cheddar Collection (\$45 from \$40)
- Blazin' Hot (no change....SHOW AND SELL ONLY!)

**The opening price point of \$5 in 1980 equates to an opening price point of \$16.98 in 2021.**

# Traditional Products

*Trail's End*



Sweet & Savory



Salted Caramel



Chocolatey Pretzels



Kettle Corn



Unbelievable Butter MW



White Cheddar



Popping Corn



Caramel Corn



American Heroes Donation Program  
(including the \$1 AH Donation)



# Additional Online Products \*



**Campfire Blend  
Coffee K-Cups**  
32 cups



**Honey Roasted  
Peanuts**



**Salted Peanuts**



**Original  
Beef Jerky**



**Dark Chocolate  
Salted Caramels**



**Frosted Snowflake  
Pretzels**



**Peppermint  
Bark**

\* Providing supply chain issues are minimized

# 2022 Product Allergens



PRODUCT	ALLERGENS						OTHER	
	SOY	WHEAT/GLUTEN	MILK/DAIRY	PEANUTS	TREE NUTS	EGGS	VEGAN	KOSHER
Chocolatey Pretzels	C	C	C	X	X	X		YES
Salted Caramel Popcorn	C	X	C	X	X	X		YES
White Cheddar Popcorn	X	X	C	X	X	X		YES
Sweet & Salty Kettle Corn	X	X	C	X	X	X		YES
Blazin' Hot	X	X	C	X	X	X		YES
12pk Unb. Butter Microwave Popping Corn			C					YES
Caramel Corn	C	X	X	X	X		YES	YES
Beef Jerkey								
Dark Choc. Salted Caramels	C		C			C		
Honey Roasted Peanuts				C				
Peppermint Bark	C		C					
Frosted Snowflake Pretzels	C	C	C					

**C** - Product contains allergen

**X** - Product does NOT contain allergen, but is produced in a facility that handles Soy, Wheat, Milk, Peanuts, Tree Nuts, and Eggs



# PLACING YOUR UNIT'S ORDERS TO THE COUNCIL

*Trail's End*

# Ordering

## WHY START YOUR FUNDRAISER RIGHT NOW?

- Understand sales trends to forecast future popcorn orders and storefront hours
- Kids earn towards Trail's End Rewards\* year-round

## POPCORN ORDERING & DISTRIBUTION

### PLACING ORDERS

1. Contact [support@trails-end.com](mailto:support@trails-end.com) if you do not know your username and password.
2. Login at [www.trails-end.com](http://www.trails-end.com)
3. Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn"
4. Click the "Choose Delivery..." button and choose the order you are placing
5. Enter the quantities that you wish to order in the adjustment column
6. Click SUBMIT when you are finished with your order
7. You will receive an order confirmation to your email address once your order is approved by the Council

### GETTING YOUR POPCORN

Orders may be picked up at your local warehouse. Orders will be presorted or on site product sorting may be required depending on warehouse space and volunteers available. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on the Unit's behalf. No children under the age of 18 are allowed in the warehouses due to safety reasons. Contact your Council for more information on getting your popcorn and replenishment of popcorn.





A young boy with a backpack and a walking stick, looking down at something in his hands, with a woman and another child in the background.

# 2022 COUNCIL SALE SPECIFICS

***Trail's End***



# 2022 Key Dates Dates



**SNS order due to council Friday, July 29**

**SNS pick up Saturday, August 13**

**Replenishment order as needed. Order through BAC at least 72 hours in advance. Can also check on BAC Popcorn FB Page to see if other units have excess product.**

**TO order due to council Thursday, October 6 (SNS \$ Due)**

**TO pick up Saturday, October 29**

# 2022 Bay Area Council Commissions



**30% Base Commission (with rewards program)**

**33% Base Commission (without rewards program)**

# Council Contact Info



**Staff Advisor: Kelly Meacham 409 744-5206**  
**[/kelly.Meacham@scouting.org](mailto:kelly.Meacham@scouting.org)**

**Staff Support: Diandra “Dee” Ongso 409 744-5206 /**  
**[diandra.ongso@scouting.org](mailto:diandra.ongso@scouting.org)**

A background image of four children in a forest, sitting on the ground and looking at something in their hands. The image is dimmed to make the text stand out.

# HAVE QUESTIONS? GET ANSWERS.

[HTTPS://SUPPORT.TRAILS-END.COM/](https://support.trails-end.com/)

Visit the Support Portal of FAQs at [support.trails-end.com](https://support.trails-end.com)

Get peer support 24/7 in the Trail's End Parent Facebook Group  
[www.facebook.com/groups/TEParents](https://www.facebook.com/groups/TEParents)

***Trail's End***

A logo consisting of a blue and red wavy line.





# THANK YOU

*Trail's End*