

## PREP

### 1. Download the Trail's End App



#### New Scouts:

- download & register

- Use your zip code or Trail's End Unit Code

- Families can use the same email for multiple accounts, but each Scout needs their own account

#### Returning Scouts:

- download or update, and use your 2024 username

#### Families:

- login to all Scout accounts and easily switch accounts by tapping the arrows at the top of the app dashboard

<https://qrco.de/trails-end>

### 2. Set Goal & Customize Your Page

- Set your goal on the dashboard
- Customize your online fundraising page
- Sign-up for storefront shifts
  - View site instructions for store / setup details
- Watch storefront videos on Training page

### 3. In-person Storefronts Sales Guide

- Setup table near exit door, or where specified by store
- Enhance the shoppers' experience; do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Thank store managers & employees for supporting Scouting!
- Leave No Trace!

### 4. Practice Your Sales Pitch

"Hi, my name is \_\_\_\_ (first name only!) and I'm earning my way to \_\_\_\_ (goal for your funds)! My favorite flavor is \_\_\_\_\_. Can I count on your support?"

**No cash? Don't worry, we prefer credit card!"**

Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. If you cannot remember your sales pitch, say, "Will you help me go to Camp?" Even if the customer says no, always say, "Thank you" and "Have a good day."

### Sales Tips

- Follow the Guide to Safe Scouting at all times
- Make a list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your field uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support

<https://www.facebook.com/groups/TEScoutParents>



My Leader: \_\_\_\_\_

Phone / Email: \_\_\_\_\_

For more information, visit our FAQs →



<https://support.trails-end.com>

## SELL

### Best Practices

- Record all sales in app, including donations
- Heroes and Helpers™: your customers can send products to military troops, first responders & food banks, while still supporting you!
- Follow-up with online customers who have not supported
- Set goal in the app & track your progress

### Sales Methods

- Storefronts: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text; products will be ship to them.
- Scout Sales: sell to family & friends in person

### Rewards

Choose the prizes you want by recording sales in the Trail's End App and collecting points towards eGift Cards!



- New eGift Cards\*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Heroes and Helpers: 1.75 pts (credit & online), 1.5 pts (cash)
- Credit & Online: 1.25 pts
- Cash: 1 pt
  - Each sale only accrues points in the applicable category above in which it will earn the most points
- Cash to Credit™: receive additional 0.25 points for every cash dollar converted to credit
  - Points for Storefront cash converted are split among Scouts working the store that day
- Scan QR code flyer to view storefront & online bonuses!

<https://wh-wf-training.s3.amazonaws.com/2025%20Scout%20Rewards.pdf>

### Trail's End App - Credit Sales

Faster, safer, higher sales, & Trail's End pays all fees!

- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware needed
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually or share orders with customers to checkout on their device

## WRAP UP

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank customers
- Claim Rewards
- Choose the prizes you want with your eGift Card

Enjoy your Scouting year!

\*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at [portal.trails-end.com/legal/terms](https://portal.trails-end.com/legal/terms). Identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older).