

MIDDLE TENNESSEE COUNCIL

2023 POPCORN KICKOFF



WHY PARTICIPATE?

Pack & Troop 273 pays for:

- 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

The Scouts will love the REWARDS!!

- Millions of choices with Amazon Gift Cards

2023 COMMISSION

- **No Prizes**
- **33% Base Commission**
- **4% BONUS COMMISSION**
- **Total-37%**
- **Trails-End Prize Program**
- **28% Base Commission**
- **4% BONUS Commission**
- **Total – 32%**

WAYS TO SELL



WAYS TO SELL

ONLINE DIRECT

Sell online & ship directly to customers.

- Record in the app or share your online page
- Share your page via email, text, social media or QR code
- No handling products or cash
- Average Order: \$65
- Products & prices may vary
- Shipping/Tax may be charged
- Available year round

STOREFRONT SALES

Leverage high foot traffic locations reserved by Unit Leaders.

- Sign up to sell in front of a store
- Average Sales: \$150 per hour
- One parent and one Scout is ideal to cover more hours
- Insert Storefront split information if your Unit is using one

WAGON SALES

Direct sales to family, friends, neighbors.

- Have parents ask co-workers
- Be sure to mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, hand over products immediately
- Undelivered: Take an order to deliver products later

TIP: Always make sure you see a confirmation screen before navigating away

NEW THIS YEAR! INCENTIVES

**Sell
\$750**

**Sell
\$450**



**Working on
an
overnight
campout**

**Top
District
Reward**



**Top
Council
Reward**



**Day for family of
5 with
Adventure Pass**

TRAIL'S END TECHNOLOGY FOR LEADERS

MAKE YOUR SALE EASY!

Trail's End App (Scouts Only)

- Record sales (accepts credit cards)
- Sign up for Storefronts
- Track your progress towards your goal
- Record deliveries
- Share online sale page
- Claim rewards

Unit Leader Portal

- Manage your sale from the leader portal
- www.trails-end.com/leader
- Portal is mobile friendly when accessed through the browser on your phone
- When Scouts use the app, Leaders can:
 - Track progress toward goal, monitor inventory, oversee storefront sign ups, setup storefronts and sales splits, manage accounting and more!

CREDIT CARDS

Tell your customers

“We prefer credit/debit”

- Trail's End pays the credit card fees*
- Scouts receive higher reward points
- Scouts & leaders handle less cash
- TE App works with Square readers or card information can be entered manually
- When choosing a Bluetooth reader, you can also accept Apple Pay and Google Pay
- Parents can pay their cash due for wagon sales (Click 'Pay Now' on the Wagon Sales screen)**

**TIP: You must use the Trail's End app for credit card fees to be covered (no need for the Square app)*

***NOTE: Using Pay Now does not count as a credit card sale for Trail's End rewards points*

A SUCCESSFUL SALE



A SUCCESSFUL SALE

Unit Leader Prep

- Attend Webinar & Training Tab
- Plan your program year & key adventures
- Determine your budget and goal via the Unit Leader Planner
- Secure storefronts
- Obtain any supplies needed:
 - Square Readers
 - Storefront supplies
 - Unit incentives
- Prepare for your Unit Kickoff
- HAVE FUN!

Prepare your Scouts & Families

- Training Tab
- Setup accounts in the app (One Account per Scout)
- Motivate with incentives and how you will use the funds
- Communicate key dates and progress

BUDGET & GOAL

- Plan your ideal year's key adventures and expenses
- Determine your Unit's expenses
 - Dues
 - Advancements
 - Supplies
 - Etc...
- Set your Sales Goal based on your budget
- Estimate Storefront hours needed to meet your goal
- Set individual sales goals
- Decide on Unit incentive for Scouts

See our Kernel Guide for planning

UNIT KICKOFF

Make it fun

- Build excitement with food, games, and prizes

Set Goals

- Review your program calendar and Unit sales goals
- Help Scouts set individual goals

Get started with the Trail's End App

- Scouts who sold before will use the same account
- New Scouts will set up an account
- Each Scout needs their own account

Talk about prizes

- Trail's End Rewards
- 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



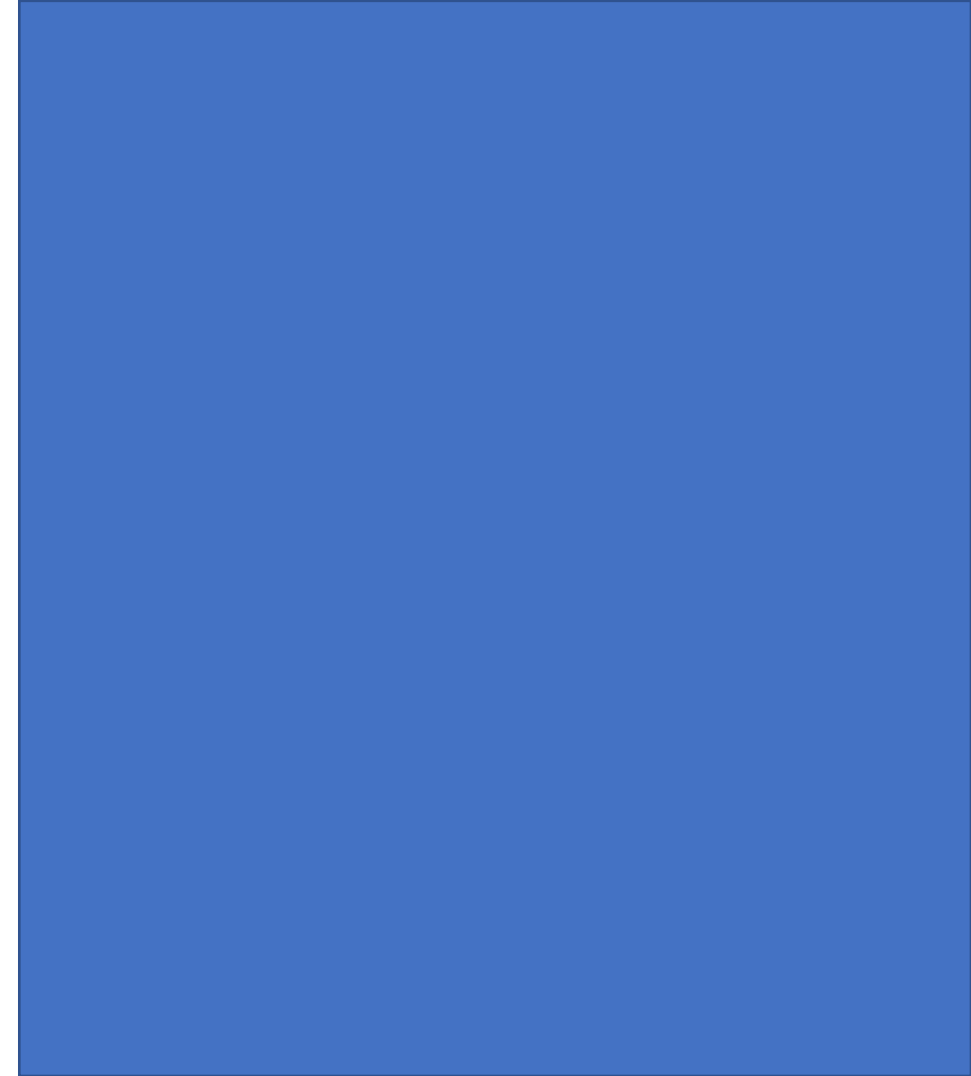
UNIT LEADER TRAINING

Webinars

- New & Existing Unit Kernels are encouraged to attend
- First session launches on July 8th
- Register at www.trails-end.com/webinars

Training Tab

More recorded videos available



CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

GET READY TO SELL

Perfect Your Sales Pitch

- Introduce yourself and where you are from

Hello, I'm _____ from [Unit #]

- Let people know what you are doing

I'm earning my way to summer camp

- Close the sale

Can I count on your support?

- End with a pitch for credit cards

We prefer credit/debit

Sales Tips

- Always wear your field uniform (Class A)
- Always speak clearly and say 'Thank you.'
- Download the app and login in advance
- The more people you ask, the greater your sales
- Know your products
- Have an answer ready for "What is your favorite flavor?"
- Ask the customer to support you/Scouting

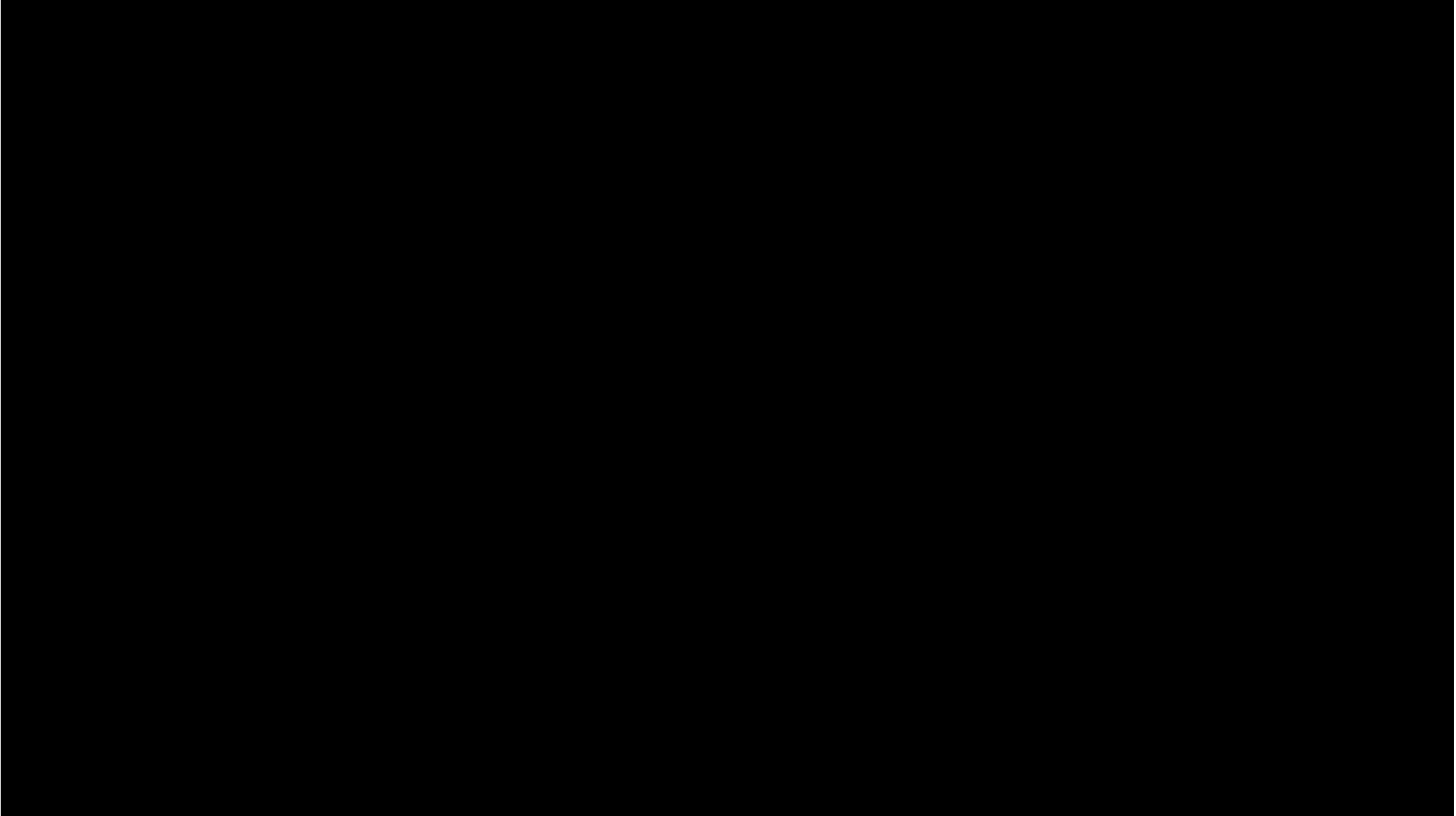
Check out the training section of the app for: How to guides, more tips, and resources

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!*



Sales Presentation for your Scouts



TRAIL'S END BOOKED

STOREFRONTS

- Trail's End has booked top retailers
- Reservations Rules
 - Day 1: \$20K+ Units: 3 Picks (District)
 - Day 2: \$20K+ Units: 3 Picks (District)
 - Day 3: \$10K+ Units: 2 Picks (District)
 - Day 4: \$10K+ Units: 2 Picks (District)
 - Day 5: All Units: 2 Picks (District)
 - Day 6: All Units: 2 Picks (Council)
 - Day 7: All Units: Unlimited (Council)

KROGER STOREFRONTS

<https://www.mtcbsa.org/popcorn>

All locations are setup and manage by the Middle Tennessee Council for 3 weekends only.

Link goes live on Monday, July 17 at 9.a.m.



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

Rewards

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!



1.25 PTS PER
\$1 SOLD

APP CREDIT / DEBIT CARD
& ONLINE DIRECT

1 PT PER
\$1 SOLD

CASH



Price & colors may vary. Examples of the types of prizes available on Amazon.

*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**

POINTS	GIFT CARD
17,500	10% of total sale
15,000	\$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
1,250	\$40
1,000	\$30
750	\$20
500	\$10



EARN MORE!
EASIER!

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees.

Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.



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*Based on average Council program. May vary in your Council.

TRAIL'S END 2023

TRADITIONAL PRODUCTS

Sweet and Salty
Kettle Corn

\$15



Popping Corn

\$17



White Cheddar

\$25



S'Mores

\$25



12pk Unbelievable
Butter Microwave

\$25



Salted Caramel

\$25



TRAIL'S END 2023

TRADITIONAL PRODUCTS

Chocolatey
Pretzels

\$30



Sea Salt

\$45



ORDERS & DISTRIBUTION

Warehouse Location(s)

Averitt Express
1 Averitt Express Drive
Nashville, TN 37211

Averitt Express
1199 Salem Rd
Cookeville, TN 38501

Husky Truss & Building Supplies
424 Lewisburg Ave.
Franklin, TN 37064

Innovative Storage
1521 Tylertown Rd.
Clarksville, TN 37040



Mid-Size Car



20 Cases



Small SUV



40 Cases



Crossover



40 Cases



Mini-Van



60 Cases



Large SUV



70 Cases



Full-Size Van



70 Cases

**The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.*

2023 COUNCIL SALE SPECIFICS



KEY DATES 2023

- August 1 – Popcorn Online Sales Period Starts
- August 9 – All Unit S & S Due into Trails-End system
- August 14 – Popcorn Sale Starts
- August 26 – S & S Product Distribution
- **September**
- September 11 – September 22– \$450 Popcorn Blitz Sales Period
- September 9-10 – Kroger Selling Locations Weekend #1
- September 16-17 – Kroger Selling Locations Weekend #2

September 23-24 – Kroger Selling Locations Weekend #3

October

October 13 – Popcorn Sale Ends

October 13 – All Show & Sell monies due

October 13 – All Take Orders and Prize Orders Due in Trail's End system

November

November 3 – Take Order Popcorn Distribution (depending on location)

November 4 – Take Order Popcorn Distribution (depending on location)

December

December 1 – All popcorn monies due

KERNEL CHECKLIST

July/August

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

September

1. It's recruiting season for Cub Scouts, get them setup with an account to sell popcorn!
2. Check Council calendar for replenishment opportunities
3. Communicate with your Unit, i.e, your progress toward your goal, storefront opportunities, key dates, etc.
4. Motivate your Scouts & Families, i.e, incentives and reminders of what your unit will do with funds

October

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

HAVE QUESTIONS? GET ANSWERS

Unit Leaders

- Kevin McMurrian
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(615) 516 -9065 cell
- Sherry Rakes
srakes@mtcbsa.org
(615) 383-2794

Trail's End Support

Join our Facebook Group

Text PARENTFB to 62771 to join or visit

Visit our FAQ's

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