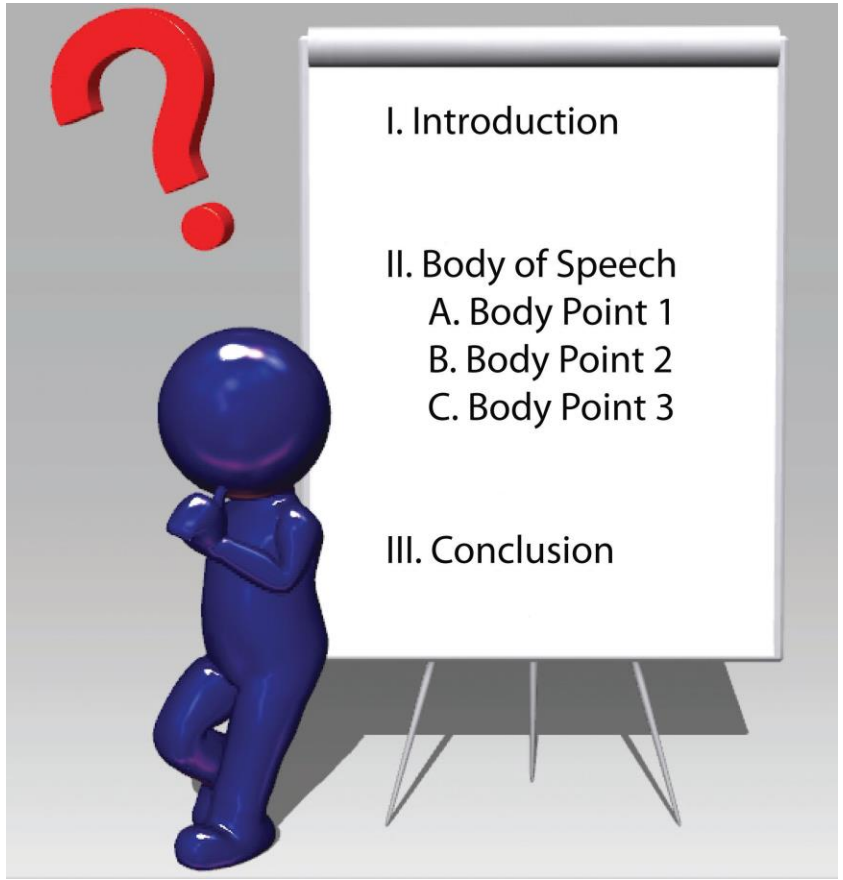
Silicon Valley Monterey Bay Council

2020 Popcorn Kickoff

TODAY'S LEARNING OBJECTIVES?



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- This year's plan
- COVID 19 guidelines
- Timeline
- Tips for success

WHY DO WE SELL POPCORN?

- Fund our unit's Scouting program
- Scout character development
- Improve our camps and council resources

THIS YEAR'S PLAN: Methods

MULTIPLE WAYS FOR SCOUTS TO SELL

ONLINE DIRECT	Online Direct sales are easier than ever for Scouts to sell to friends and family and face-to-face with the new functionality for a Scout to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for Scouts. Scouts setup their Trail's End account by downloading the Trail's End App, and they can sell face-to-face or share their fundraising page 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 Scouts can fundraise year-round!
WAGON SALES Take Order	Scouts collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered at a later date. This can also be taken through neighbor-hoods, but is great for parent's co-workers, friends and family. It is at the units discretion whether money is collected up front or upon delivery.
WAGON SALES Door to Door with Product	Involves the Scout 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 home-owners say that no Scout has ever come to their door, missing this great opportunity. Product is carried with the Scout 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 communi-ty. Begin the reservation process early (we suggest starting in May) to reserve the best locations. It is best practice to have ONE Scout and ONE parent at each shift to cover more shifts during the course of the sale.

THIS YEAR'S PLAN: Technology

OUR TECHNOLOGY MAKES FUNDRAISING EASIER

THE TRAIL'S END APP

- Free Credit Card Processing - Paid by Trail's End and council
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Parents turn in cash sales with credit/debit payment to their unit
- System-calculated Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app as a way to fundraise while social distancing

UNIT LEADER PORTAL

- Invite Scout families to create individual accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual Scouts
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales
- Accept credit payments from Scouts for the cash owed

THIS YEAR'S PLAN : Technology

OUR TECHNOLOGY MAKES FUNDRAISING EASIER

ONLINE DIRECT

- SAFE for Scouts - Fundraise from the safety of home
- Product Variety - Popcorn, chocolate, and coffee available
- No Handling - Products ship to your customers
- Trail's End Rewards* - Earn Amazon.com Gift Cards
- Get Funds Quickly - Requested funds are paid weekly to units

*Council participation in Trail's End Rewards may vary

TRAIL'S END REWARDS

- Bigger prizes for Scouts. Saves time for leaders
- Millions of prize choices on Amazon.com
- Get your prizes faster
- Prizes delivered directly to the Scout
- Earn Double Points with Online Direct

SELLING SAFETY: Resources

Santa Clara County - *New Guidance as of July 13, 2020*

July 13, 2020 - Health Order – New guidance regarding group gatherings and youth activities.

Learn What To Do

Required Social Distancing and Design Protocol and Signage – New required social distancing protocol for all businesses or activities.

Santa Cruz County

Health Services Reopening Guidance

Required Social Distancing and Design Protocol

San Benito County

Coronavirus Information

Required Social Distancing and Design Protocol

Monterey County Health - *New Guidance as of June 18, 2020*

Sector Specific Reopening Guidance

Social Circle Guidance

Required Social Distancing and Design Protocol

State of California

State Industry Guidance to Reduce Risk

These resources must be reviewed in detail by unit leadership and implemented before any unit activities may begin.

SELLING SAFETY: Suggestion

- The single, safest way for a Scout to sell popcorn in 2020 is through the Online Direct Sale method. This method eliminates any face-to-face contact with the general public, as well as the risk of handling product or cash.
- Scouts can still use the Online Direct sale if going door-to-door. To keep socially distanced, Scouts can take an Online Direct order on the TE app, then text the populated cart to the consumer so they can finish the payment on their phone.
- Online Direct sales teach Scouts the principles of e-Commerce Entrepreneurship while keeping Scouts, parents, leaders, and staff safe.

SELLING SAFETY: In Person

Storefront/Show & Sell is permissible by State of California under Stage 2, but local counties may have additional guidance.

- Single Family at Store (parent and Scout)
- Practice Social Distancing
- Wear mask and gloves
- Keep sanitizer available and use if often
- Use the app.
- Take the plastic
  - Tap payment
  - Credit card swipe (and wipe)

Handling Packages

- Use gloves and hand sanitizer
- Give each package a wipe down with disinfectant wipes.

ACCEPTING CREDIT/DEBIT

CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, “WE PREFER CREDIT/DEBIT”

Trail’s End pays for all credit card fees!

- **Bigger Rewards** – Earn 1.5pts per $1 sold in the Trail’s End App
- **Safer** – Scouts and Popcorn Kernels don’t have to handle cash
- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Easier** – Parents turn in cash sales with credit/debit payments to their unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry

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 IMPROVEMENTS

App Improvements

- Faster, more intuitive Scout registration
- Faster checkout (From 9 to 4 clicks)
- List, grid and product detail views
- Record online orders directly in app
- Sharable online cart so customer can enter shipping address and complete payment – great for social distancing!
- New undelivered logic for Wagon Sales so Scouts enter them correctly
- Credit payment option for parents to pay cash owed to unit
- Improved Trail's End Rewards focused on reaching next level and goal

Unit Leader Portal Improvements

- Onscreen guides to help leaders learn Unit Leader Portal features
- Consolidated Scout table view to quickly manage orders, inventory, and storefront shifts
- Robust products table to easily view inventory at storefronts and with Scouts
- Ability to convert orders between Wagon to Storefront
- Ability to change the shift credited to a storefront order

TRAIL'S END APP

Text APP to 62771 to

DOWNLOAD THE APP

& START SELLING TODAY

Trail's End

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.*

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.

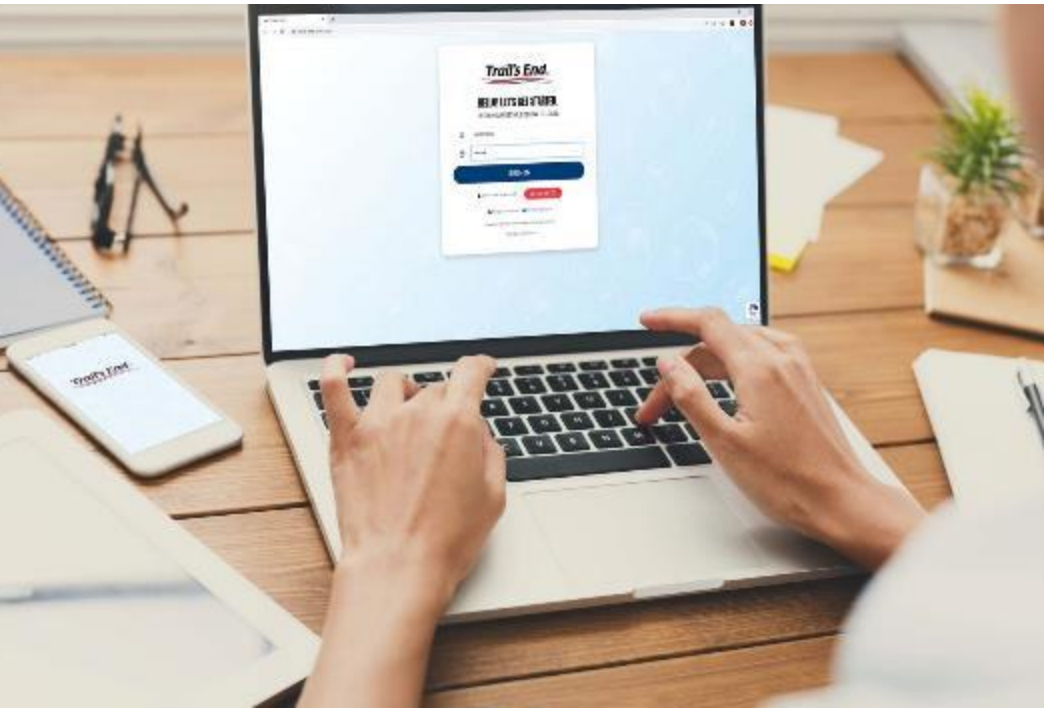
ONLINE DIRECT

Best & Preferred Way to Sell

- Safest way for Scouts to sell
- Scouts earn ***Double Points*** for TE Rewards
- 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

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.
- **Submit Rewards** - Submit Trail's End Reward orders for Scouts.

Traditional Products

Trail's End®

OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS

Cheese Lover's Collection
*Over $22 to local Scouts**
Contains: Milk

- White Cheddar Popcorn
- Blazin' Hot Popcorn

Comes in a gift box.

Salted Caramel Popcorn
*Over $17 to local Scouts**
Contains: Milk and Soy

NEW! BIG BAG

Blazin' Hot Popcorn
*Over $14 to local Scouts**

BIG BAG

White Cheddar Popcorn
*Over $14 to local Scouts**
Contains: Milk

NEW! BIG BAG

Unbelievable Butter™
*Over $10 to local Scouts**

NEW!

Popping Corn Jar
*Over $10 to local Scouts**

Caramel Corn
*Over $7 to local Scouts**
Contains: Soy

SUPPORT SCOUTS, THE MILITARY AND FIRST RESPONDERS WITH AN AMERICAN HEROES DONATION!

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

Donation Levels

$50 $30

EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!

Online Direct

$35 Chocolatey Caramel Crunch Tin

$30 Chocolatey Caramel Crunch

$30 Dark Chocolate Salted Caramels

$25 Salted Caramel Popcorn

$25 Unbelievable Butter 12pk

$20 White Cheddar Popcorn

$20 Blazin' Hot Popcorn

$15 Unbelievable Butter Popcorn

$15 Popping Corn Jar

$10 Caramel Corn

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.

More Online Direct

$70 Chocolate Lover's Tin

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch

$65 Chocolate Lover's Bundle

- (2) Dark Chocolate Salted Caramels
- (1) Chocolatey Caramel Crunch

$35 Cheese Lover's Bundle

- (1) White Cheddar Popcorn
- (1) Blazin' Hot Popcorn

Customers pay shipping: $7.99 plus $.99 per additional item (bundles of 2 are $8.98; bundles of 3 are $9.97). Products & pricing subject to availability and change.

MILITARY DONATION CHANGE

Trail's End

AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders and the U.S. Military. Trail's End has teamed up with Soldiers' Angels to distribute the popcorn to VA Hospitals, National Guard units, and military bases across the country.

- Over **$66 million** worth of popcorn has been donated to U.S. troops over the years
- Last year consumers purchased over **129,000** Military Donations
- In 2019, over **2,900 pallets** of popcorn was shipped to 45 locations in 22 states

SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROES!

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

Donation Level

$50 $30

SVMBC KEY DATES

First Orders Due (Presales + Storefront + Wagon Sales)	**8/21/2020**
Distribution	**9/10/2020**
Order more for resupply	**9/17/2020**
Mid Sale Order	**9/24/2020**
Mid-Sale Payment	**9/30/2020**
Final Day of Returns	**10/19/2020**
Final Order Due	**10/23/2020**
Payment Due to Council	**10/23/2020**
Distribution	**11/5/2020**
Final Payment Due to Council	**11/20/2020**

YOUR UNIT EARNS

Commission Type:	Commission Percentage:
ONLINE DIRECT	30%

*No rewards opt-out available.

YOUR UNIT EARNS

Commission Type:	Commission Percentage:
BASE	23%
July Kickoff, + Webinar + Commit by August 7th	3%
Average Sales $200/Scout	4%
Average Sales $400/Scout	1%
Average Sales $600/Scout	2%
Average Sales $800/Scout	3%

TRAIL'S END REWARDS

New in 2020

- Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
- With changes to the way they sell, Scouts can earn more Rewards faster!

TRAIL'S END REWARDS

LEVEL	POINTS	GIFT CARD
19	17,500 OR MORE	10% OF TOTAL POINTS
18	15,000	$1,250
17	12,500	$1,000
16	10,000	$750
15	7,500	$550
14	6,000	$450
13	5,000	$375
12	4,000	$300
11	3,500	$250
10	3,000	$200
9	2,500	$100
8	2,000	$80
7	1,750	$70
6	1,500	$60
5	1,250	$50
4	1,000	$40
3	800	$30
2	600	$20
1	400	$10

Why do Scouts love Trail's End Rewards?

- Earn double points with Online Direct
- Bigger prizes
- Millions of choices on Amazon.com
- Get prizes faster
- Delivered to their door

Why do Leaders love Trail's End Rewards?

- The Trail's End leader portal is a one-stop shop for everything, including Rewards ordering.
- Orders are tracked automatically for leaders when Scouts 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 Scouts through the App.

TOP SELLER PRIZES

For every $1,500.00 in sales Youth will receive:

- Two Movie Tickets
- $25.00 amazon Gift Card

WAREHOUSES

Locations
North – TBD
South - TBD

Picking Additional Popcorn?

- Every Other Thursday
- COVID Friendly
  - Stay in your car
  - We load it
  - You drive off and sell it
  - Follow safety rules!

RETURNS

- Final return date October 19, 2020
- FULL unopened cases only
- 10% Max
- Check with Other Units for extra product through SVMBC Facebook Popcorn group.
- Facebook Group coming soon! Units who sign up to sell popcorn will automatically be invited to join.
- Unit to Unit Transfers – To give and receive, the popcorn must be quarantined for 3 days on both sides.

UNIT TO UNIT TRANSFERS

If your unit is going to transfer products to or from another unit, follow the process below.

TRANSFERRING UNIT

1. Log into your www.trails-end.com account
2. Go to the Popcorn Orders tab
3. Click "View" next to the order with the inventory to be transferred
4. Click the Transfer Inventory button and select the District and Unit from the dropdowns that is receiving the inventory
5. Enter the quantities (cases and containers) to be transferred
6. Click the Submit Transfer Request to complete the form

RECEIVING UNIT

1. After the transferring unit submits the transfer request, the receiving unit will be notified via email.
2. Log into your www.trails-end.com account
3. Go to the Transfers & Returns tab
4. Review the pending product transfers. If correct, click the Approve button, and the Reject button if they are incorrect

Once the receiving unit has accepted the transfers, each unit's invoice will be updated.

NEXT STEPS

REGISTER YOUR UNIT

New to popcorn?

You create your Popcorn Kernel account as part of the commitment process.

Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*

**Unit must be registered to sell by no later than August 15, 2020 to qualify.*

COMMIT NOW: www.trails-end.com/unit-registration

TRAIL'S END WEBINARS

Trail's End

UNITS THAT ATTENDED A TRAIL'S END WEBINAR GREW 11.2% ON AVERAGE IN 2019

Register to attend one of the webinars:

- $20k+ Top Selling Units
- $7.5k - $20k High Selling Units
- $0 - $7.5k Selling Units

*The first 5,000 units to register for a webinar by August 1 will receive a $20 Amazon.com Gift Card (max 1 per unit). Attendance is required. Gift Cards will be emailed approximately one week after webinar attendance. Unit must have sold $7,500 or more in 2019 to qualify.

TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:

Text **WEBINAR** to 62771 to Register!

NEXT STEPS

BUILD YOUR POPCORN TEAM

As the Kernel, you will act as the Team Leader, and then you'll need to bring in others to assist as needed. Your team size will depend on your unit size, but we recommend a minimum of 3 people.

Look for individuals that could fit into one of the following three categories: **Sales-Minded, Detail-Oriented, and Outgoing Personality.**

The **Sales-Minded** team member is great for training Scout families to sell and is the point person for any questions. The **Detail-Oriented** team member is responsible for tracking inventory and finances. Lastly, the **Outgoing Personality** team member is in charge of the unit kickoff, motivating Scouts and parents, promoting incentives, and managing social network communications.

When you build a Popcorn Team, you'll share the work across all team members. We all know that many hands make light work, growing your team will help you grow your sale. Your team will share and retain their knowledge, so that when it's time to find a new Popcorn Kernel there are other leaders that are trained and ready to take on the position.

Once you have your team, it's time to **determine how you plan to sell.**

PLANNING YOUR SALE

DOOR TO DOOR

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

FRIENDS,FAMILY, WORKPLACE

- Door to Door
- Friends & Family, Workplace

ONLINE BLITZ DAY

- Dens & Patrols are assigned a weekend day
- Top Selling Den incentive

NEXT STEPS

PLAN YOUR UNIT KICKOFF

1. **Text KICKOFF to 62771 to download the kickoff presentation template.**
2. Host your kickoff virtually & make it exciting for your sales team - the Scouts!
3. Review the year's Scouting Program calendar and explain to the families how the entire program can be funded with one popcorn fundraiser.
4. Instruct the parents to pull out their phones and **text APP to 62771 to download the Trail's End App**.
    - **a.** Registration takes less than one minute to create their Scout's account.
    - **b.** Review the steps of recording all orders in the App, benefits of credit cards, and parent credit payment.
5. Communicate the unit's sales goal and each Scout's popcorn sales goal. Have the Scouts enter their goal in the Trail's End App.
6. Show the Scouts what prizes they can earn by hitting their sales goal.
    - **a.** Review Trail's End Rewards.
    - **b**. Suggestion: Have a prize for the top seller in the unit and/or each den/patrol; video game, gift cards, etc.
7. Role-play with Scouts to train them how to sell.
    - **a.** Practice their popcorn sales speech.
    - **b.** Review the safety and selling tips.
8. Review sales materials and key dates with parents.

MOTIVATING SCOUTS

SCOUT MOTIVATION

- Every Scout Sells
- Set a Goal
- Bigger Prizes

PARENT BUY-IN

- Scouts Personal Growth
- Scout Rewards

KICKOFF

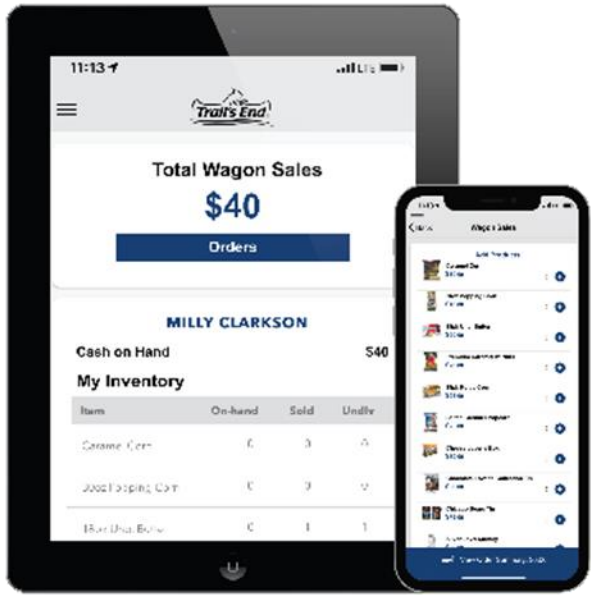
- Info
- FUN!
- Parent Buy-In
- Top Seller Pledge

LEVERAGE TECHNOLOGY

ALL FAMILIES USE THE APP

- Record all Sales
- Manage your inventory
- Schedule your workforce
- Take Credit Cards

TAKE CREDIT CARDS !



NEXT STEPS

Trail's End®

SCOUT SELLING TIPS & TRAINING

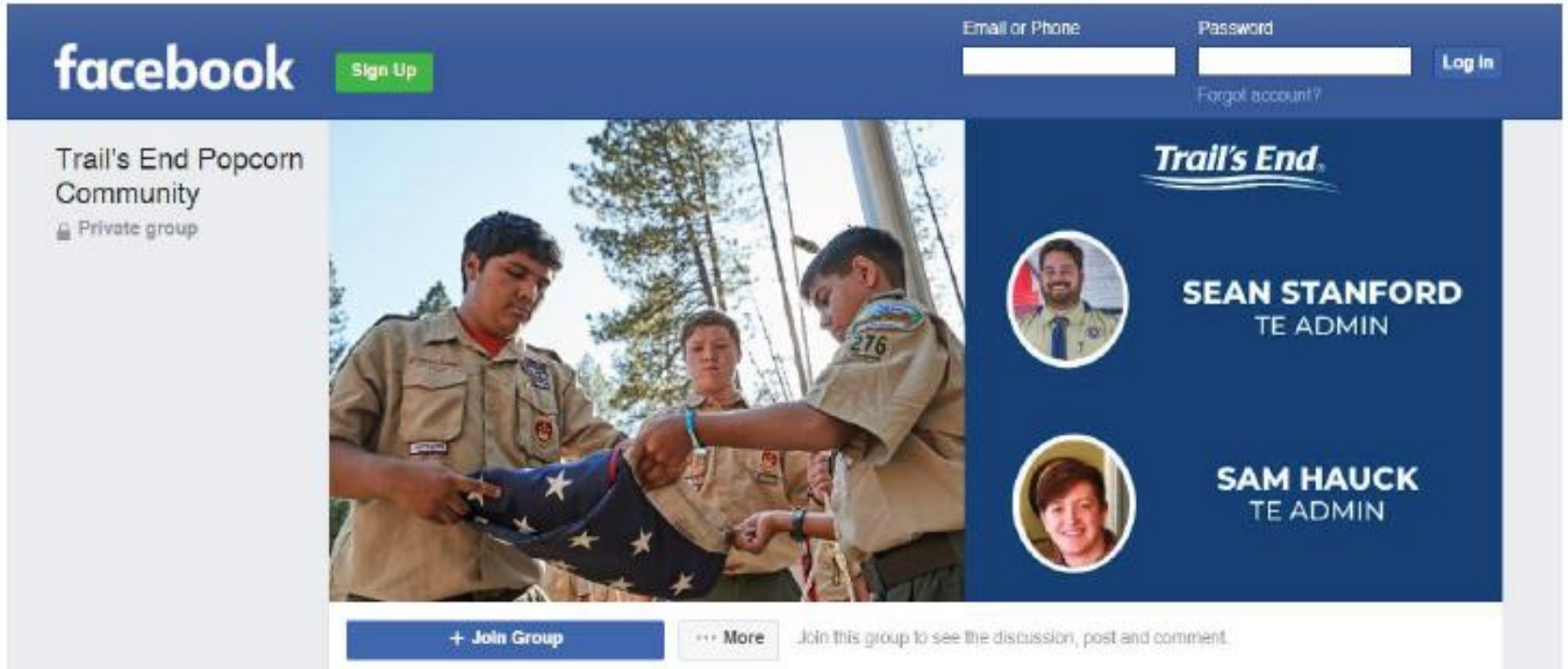
1. Always wear your field uniform (Class A).
2. Never sell alone or enter anyone's home.
3. Practice your sales presentation.
   - **a.** Introduce yourself (first name only) and where you are from.
     "Hi Sir, my name is Brian and I am from Cub Scout Pack 38."
   - **b.** Let people know what you are doing.
     "I'm earning my way to NASA Space Camp. All of the popcorn is delicious and you'll help fund my many adventures in Scouting."
   - **c.** Close the sale.
     "Can I count on your support?"
4. Credit card sales are best for Scouts. Tell your customers, "We prefer credit/debit!"
5. Be polite and always say "Thank You", even if the customer does not buy.

TRAIL'S END FACEBOOK

Get your questions answered and share ideas between Unit Leaders across the country about the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community .

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail's End when your unit needs support and share ways Trail's End can serve your fundraising needs better.

Text **FACEBOOK** to 62771 to join!



HOST A VIRTUAL KICKOFF

Use Zoom (or similar software)

Agenda:

- How the money raised benefits each Scout family
- Unit & Scout sales goals
- How to Sell $1,000 Social Distancing in 8 Hours (PDF)
- Everyone downloads the Trail's End App
  - Text **APP** to 62771 to download.
- Trail's End Rewards
- Unit specific promotions (optional)
- Key dates for your Sale
- Request they join the Trail's End Scout Parents Facebook Group to get tips and ask questions!

Text **KICKOFF** to 62771 to Download Presentation.

Appendix: Resources

Text the keywords below to 62771 to Download.

	Keyword	Description
Leaders	**KERNELGUIDE**	Popcorn Kernel Guide (PDF)
	KICKOFF	Unit Kickoff Presentation (PPT)
	WEBINAR	Link to Webinar Registration Portal
	FACEBOOK	Link to join the Trail's End Facebook Group

Scouts	**APP**	Link to download the Trail's End App
	APPGUIDE	App Quick Start Guide for Scouts (PDF)
	MYPLAN	How to Sell $1,000 Social Distancing (PDF)
	SCOUTFB	Link to join the Trail's End Scout Parents Facebook Group
	REWARDS	Trail's End Rewards Flyer (PDF)
	ORDERFORM	Take Order Form (PDF)

CONTACTING SUPPORT

CONTACT TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP
Trail's End Popcorn Community
SVMBC Facebook Group

VISIT OUR WEBSITE
www.Trails-End.com

EMAIL US:
Support@trails-end.com

NEED HELP? VISIT OUR FAQs:
www.Support.Trails-End.com

COUNCIL CONTACTS

1. Your District Executive
2. Grant McCulley: Council Kernel
3. Steve Solberg: Staff Advisor
4. Dawna Wolfson: Staff Advisor

www.popcorn@svmbc.org

Q&A

Trail's End®

Remain in the meeting for questions or leave at any time when your questions have been answered.

THANK YOU

Join us on Facebook!