Trail's End®

PREPARE

Register Your Unit Today →

- Gain access to:
  - Reserve & manage storefronts
  - Track Scout sales
  - Inventory management
  - and much more...
- New Leaders receive their username by email after registering

Ideal Year of Scouting

- Involve families in a brainstorming session
- Build program plan & calculate Unit budget →
- Set Unit & Scouts' goals based on budget and anticipated popcorn earnings
- Establish storefront hours needed to achieve Unit goal

Unit Popcorn Training

- Watch Scout & Parent training videos as a group
- Review "Scout Pitch"
- Do fun repetitions as a group
- Talk about Unit Goals and the program you're working towards

Leader Portal →

- Sale Resources
  - NEW Leader training videos
  - Leader Guide, Unit Kickoff PowerPoint, Scout & Parent Guide, Rewards flyer and more!
- Sign up for a Leader Q&A Webinar
- Order popcorn & pickup from your Council

Scout Rewards

- Share NEW Trail's End Bonus Rewards with your families!
- Consider Unit incentives. *Example: Any Scout that sells $1,500 earns an overnight at the Zoo!*

Scout & Parent Training

- Host an exciting Unit Kickoff for your families!
- Share Scouts' goals (based on Unit budget)
- Show NEW Scout training videos
- Download the App →
- All Scouts should leave the Kickoff with a Trail's End account
  - Give your Trail's End Unit Code (coming soon) to new Scouts

SELL

Best Practices

- Encourage early online sales
- Instruct Scouts to record all sales in App, including donations
- Order replenishment popcorn
- Ensure all storefront shifts are filled, or release for other Units to use
- Distribute popcorn to your families
- Communicate & keep families informed
- Revisit Storefront Reservations page for more hours to finish strong!

Heroes & Helpers Donations →

Donations in App will be processed nightly & reflected on unit orders, eliminating manual ordering, and saving time!
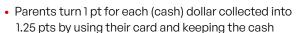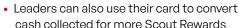
Credit is Preferred

Faster, safer, higher sales, and Trail's End pays all fees for App orders! Square readers are compatible:

- Bluetooth: Wireless! Accepts contactless cards, chip cards, Apple Pay and Google Pay
- Swipers: Lighting (Apple) & Headphone jack (Android)
- Manual Entry (no reader): type in card information
- Share Feature: Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!

Cash to Credit™ →

- Parents turn 1 pt for each (cash) dollar collected into 1.25 pts by using their card and keeping the cash
- Leaders can also use their card to convert cash collected for more Scout Rewards

WRAP UP

Sale Close

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate your success!

Make your Ideal Year of Scouting a reality!
Thank you for choosing the Trail's End fundraiser!

For more information Visit our FAQs

Join the Trail's End Popcorn Community on Facebook