



Northern Star Scouting
2019 POPCORN KICKOFF



THANK YOU

**YOU'VE RAISED OVER \$4 BILLION
FOR SCOUTING SINCE 1980!**

Thank you for your allowing us to partner with you and your Scouts to raise the funds needed to deliver the promise of Scouting for over 39 years.

Great job!





TRAIL'S END SYSTEM

WHO ARE YOU?

To help you (and Northern Star Scouting) keep track of your sale, you need to know who you are.

Council Northern Star Council

District (Area within the Council)

Unit Type (Pack, Troop, Crew, Post, Ship)

Unit Number (4-Digit Number)

Knowing these four things will help keep things accurate with data entry and app usage. Make sure to turn in your Unit Contact carbon sheet so we have accurate records in Trail's End.





UNIT CONTACT INFO

UNIT CONTACT CARBON FORM

Help us keep the Trail's End website current

If you don't know for sure, fill it out the best you can, turn it in and then update us via email.



TRAIL'S END APP

NEW TO ME

NEW TO YOU

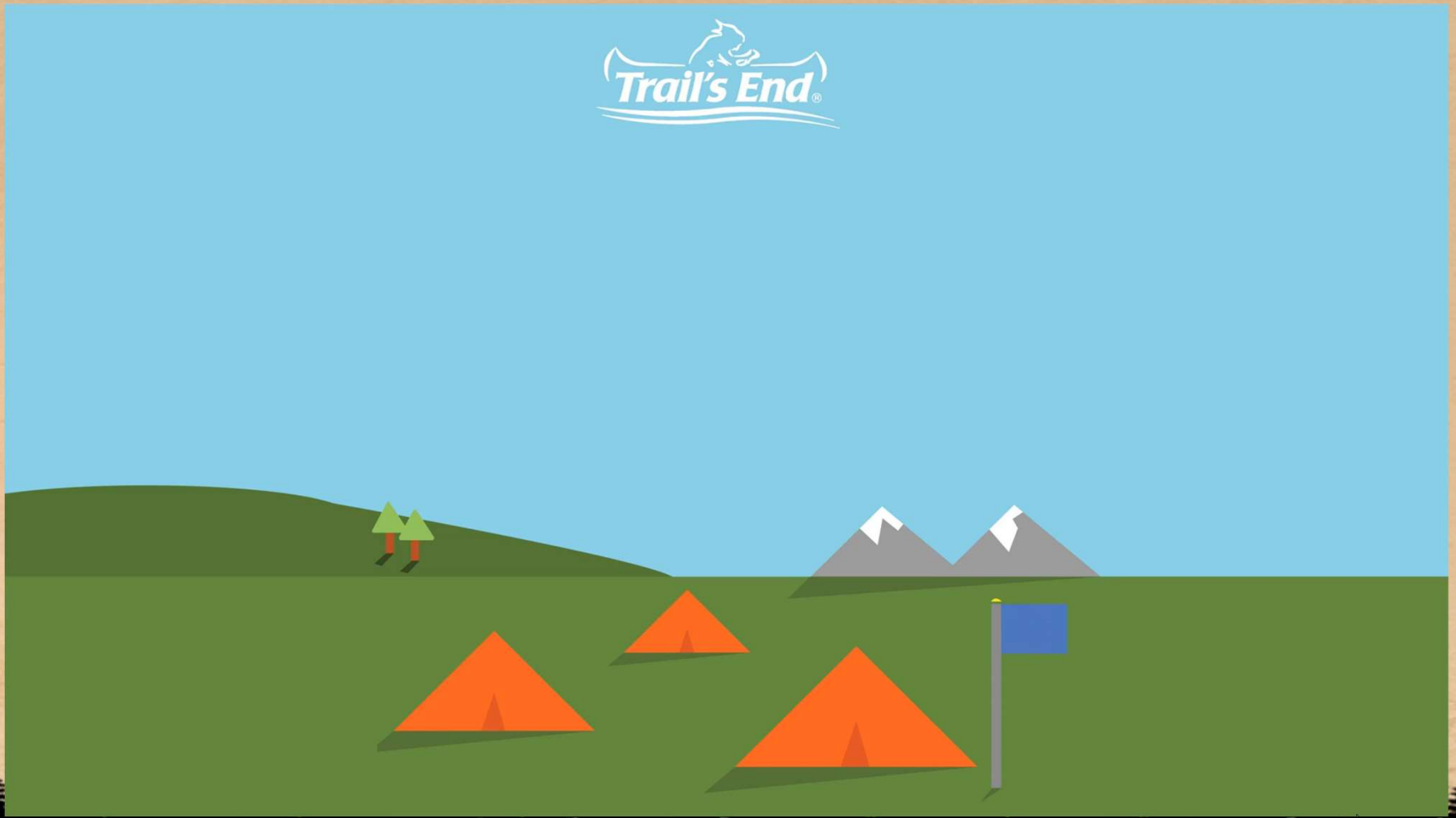
NEW TO EVERYONE!



So.....what does that mean?



TRAIL'S END APP: Overview





TRAIL'S END APP

SAVE TIME MANAGING YOUR SALE!

The app for Scouts to track and report real-time storefront, wagon and online sales, accept cash and credit cards, track inventory by Scout and storefront, and schedule Scouts for storefronts.

FREE CREDIT CARD PROCESSING

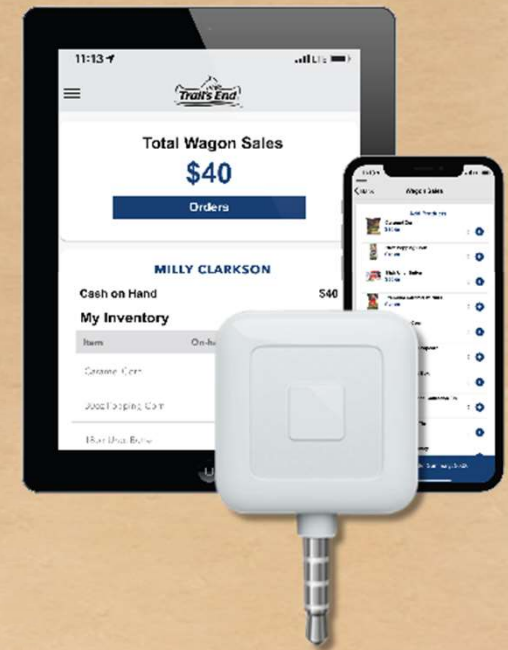
Powered by Square | Paid by Trail's End

- Every Scout, every sale will receive free payment processing.
- Square is the leading credit card solution for units.
- Compatible with all Square Readers (not required to take credit cards).

PROVEN RESULTS

Over 2,300 Scouts tested the app. It led to more sales!

- In 2018, over 190 units sold almost \$2 million testing the app.
- Sales grew 26%.
- Credit card orders averaged 20% higher vs. cash.





TRAIL'S END APP TRAINING

Go to App.Trails-End.com/unit-training to register for training webinars!

Thursdays (June 20-Sept 12), 6:30 PM & 9:30 PM EST
Saturday, August 24, 12:00 PM EST

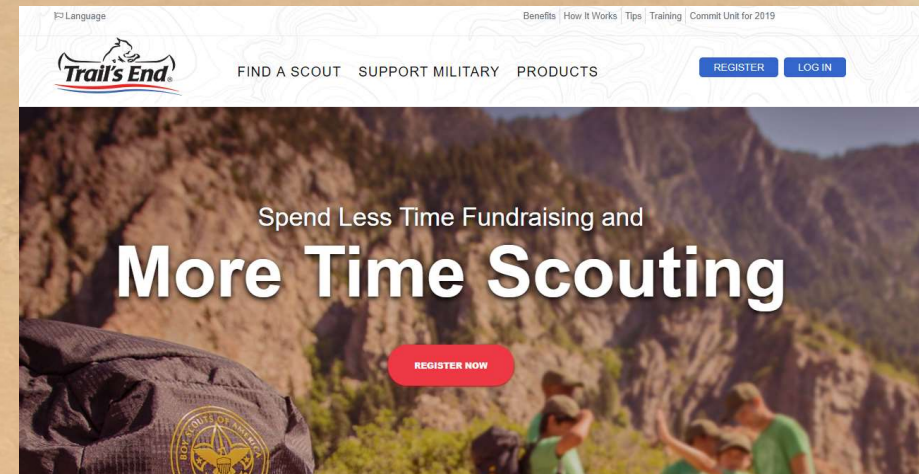
For support go to: teappsupport@trails-end.com



TRAIL'S END LEADER PORTAL

Manage your entire sale in one place!

1. Order Popcorn
2. Invite your Scouts to register
3. Set your unit and Scout goals
4. Manage your Scout Roster
5. Set your Storefront Sales Calculation Method
6. Give access to additional Popcorn Team members
7. Add your unit's bank account to receive payments
8. Manage your unit's:
 - Inventory
 - Wagon Sales
 - Storefront Sales
 - Online Sales



Unit Leader Portal

BRANDON WILLIAMS
Pack 123

- Dashboard
- Unit Info
- Training
- Popcorn
- Sales
- Scout Rewards
- Acct. Summary
- Reports

Download Our App

INVITE YOUR SCOUTS

ORDER POPCORN

4

HELLO, BRANDON!

LEADER DASHBOARD

Unit Goal: \$13,000

\$2,500

\$10,500 left to go.

Total Unit Sales \$0

Storefront	\$0	0%
Personal	\$0	0%
Online	\$0	0%
Cash	\$0	0%
Credit	\$0	0%

Scouts' Goals: \$5,000

\$2,500

\$2,500 left to go.

0 out of 1 registered Scouts recorded an online order.

0%

0 out of 1 registered Scouts recorded an app order.

0%

10 out of 20 storefront sites shifts have been claimed.

50%


Feed

- _____
- _____
- _____
- _____
- _____
- _____
- _____





TRAIL'S END APP: Managing Wagon Sales




Unit Leader Portal - Wagon Sales




INVITE YOUR SCOUTS







ORDER POPCORN




HELLO, BRANDON! 


WAGON SALES




Total Wagon Sales
\$750



Cashed Owed to Unit
\$477



Unsold Scout Inventory
\$477











Total Orders
Delivered: **400**
Undelivered: **50**

Display Scouts ABC 🔍 📄



SCOUT	WAGON SALES	CASH OWED BY SCOUT	Undelivered Orders	ACTIONS
Ethan Naviaux	\$500	\$0	1	Select One ▼ GO!
Stuart Alexander	\$500	\$250	5	Select One ▼ GO!
Brandon Williams	\$500	\$350	4	Select One ▼ GO!
Mitch Manders	\$500	\$400	0	Select One ▼ GO!
Chris Naviaux	\$500	\$450	0	Select One ▼ GO!

Showing 25 of 40 Scouts

BRANDON WILLIAMS
Park 123

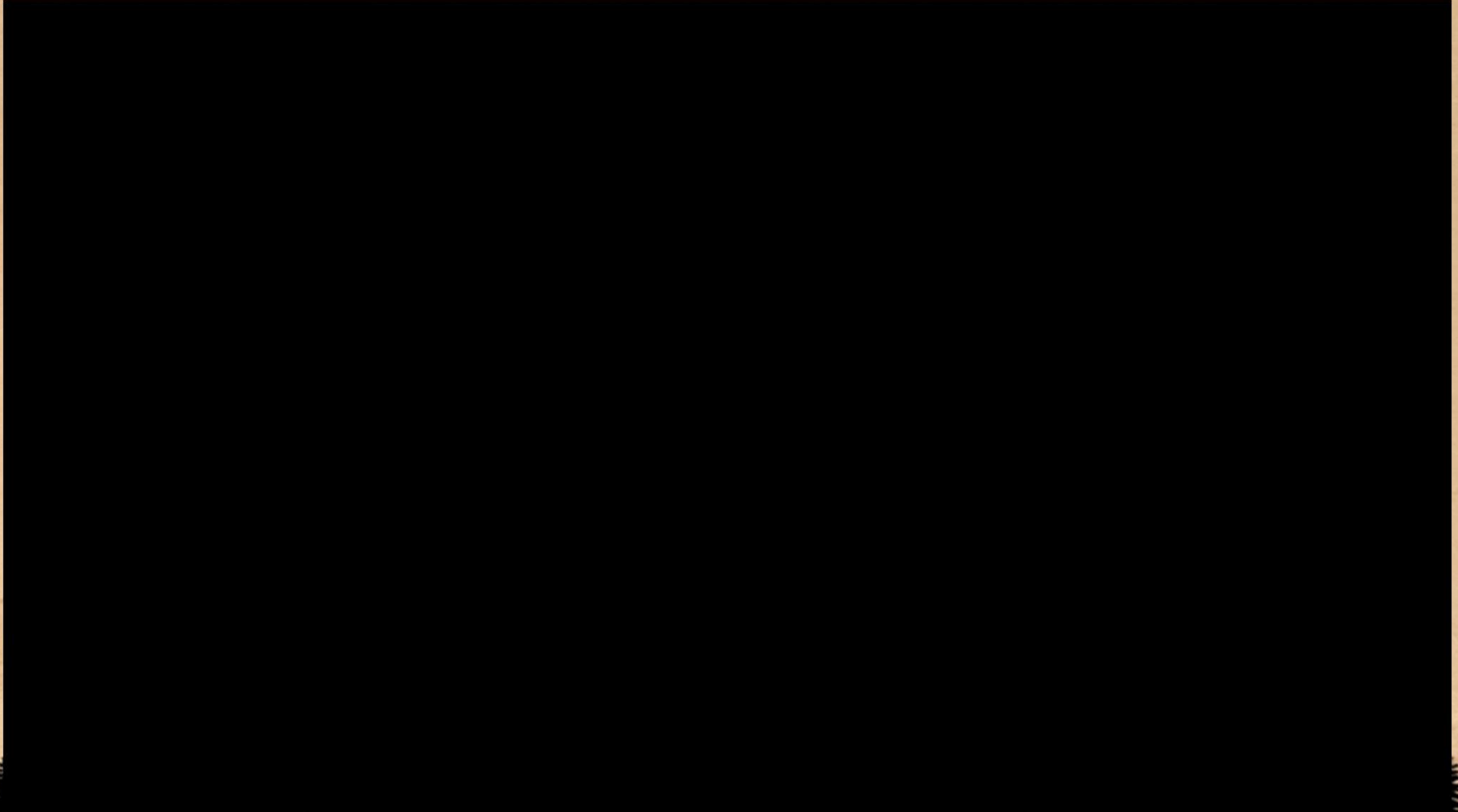
-  Dashboard
-  Unit Info
-  Training
-  Popcorn
-  Sales
 - Wagon Sales
 - Storefront Sales
 - Online Sales
-  Scout Rewards
-  Acct. Summary
-  Reports

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TRAIL'S END APP: Managing Storefront Sales




Unit Leader Portal - Storefronts




INVITE YOUR SCOUTS







ORDER POPCORN




HELLO, BRANDON! 


STOREFRONT SALES




Total Storefront Sales
\$750



Storefront Sales Split
Individual




Cashed Owed to Unit
\$477



Registered Shifts
Today: **17/20**
Tomorrow: **0/5**

Display Storefront Sites



Add Storefront

SITE NAME	DATE	CITY	SHIFT STATUS	ACTIONS
Kroger – 96 th St.	01/26/2019	Indianapolis	0/5	<input type="text" value="Select One"/> GO!
Home Depot – Washington Blvd.	01/27/2019	Carmel	2/4	<input type="text" value="Select One"/> GO!
Kroger – 96 th St.	01/28/2019	Indianapolis	3/5	<input type="text" value="Select One"/> GO!
Meijer – Whitestown Blvd.	01/29/2019	Whitestown	0/5	<input type="text" value="Select One"/> GO!
Meijer – Whitestown Blvd.	01/30/2019	Whitestown	0/5	<input type="text" value="Select One"/> GO!

Showing 5 of 40 Storefront Sites

BRANDON WILLIAMS
Pack 123

-  Dashboard
-  Unit Info
-  Training
-  Popcorn
-  Sales
 - Wagon Sales
 - Storefront Sales
 - Online Sales
-  Scout Rewards
-  Acct. Summary
-  Reports

Download Our App




STOREFRONT SALES

SELL AT STOREFRONTS

- One or 2 Scout(s) per 2-Hour Shift
- Maximize Hourly Sales
- Use every store in your area
- \$18 Avg. Transaction, \$100+/hr
- Recruit at the Storefront!

RECRUITING

- We're already selling Scouting!
- Scouts recruiting Scouts
- Have flyers
- Interest list



Unit Leader Portal - Online Sales

INVITE YOUR SCOUTS



ORDER POPCORN

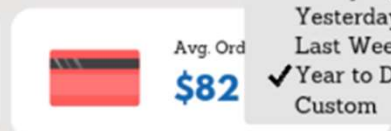
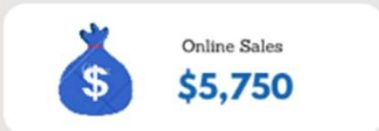


HELLO, BRANDON!



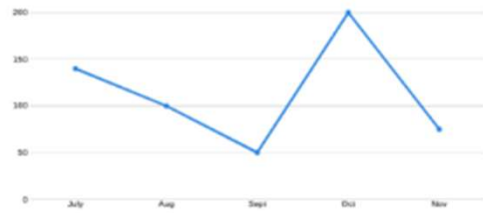
ONLINE SALES

Year to Date

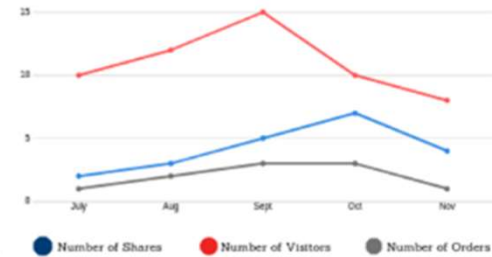


- Today
- Yesterday
- Last Week
- Year to Date
- Custom

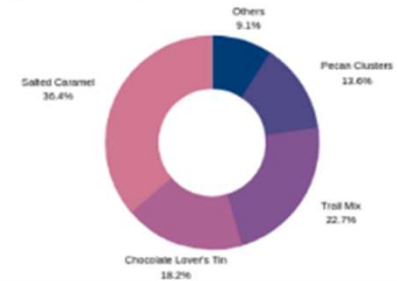
Sales Over Time



Scouts' Online Activity



Top Selling Online Products



TRAIL'S END ONLINE



FREE SHIPPING ON ALL ONLINE ORDERS!

2018 Proven Results: Nationally, online continues to grow at 28%.

BENEFITS FOR UNITS

- No risk of excess inventory.
- No handling product.
- No cash collection.
- No extra work!

BENEFITS FOR SCOUTS

- Higher sales - average online sale \$73 vs \$22 face-to-face.
- More product variety.
- Sales count toward Trail's End Rewards and Scholarship.
- Access to special TE online promotions and rewards.

TRAIL'S END APP: Unit Payments





Credit Card Sales

NO FEES!

- Trail's End and Northern Star Scouting taking care of them!
- Must use the Trails End App to make the CC transaction
- ANY Scout using the app can make a Credit Card sale if they are connected via WIFI or Cell service
- Hand typed in OR you can use a Square Swiper (easier)

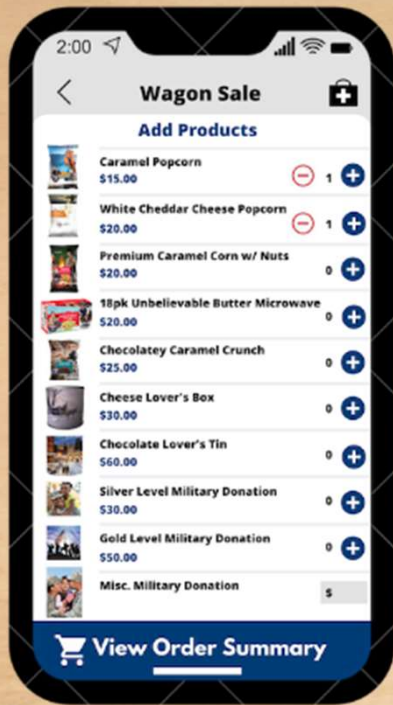
TIPS

- You can not use your current Square account. You will incur those fees.
- TE takes care of any fraud on a sale

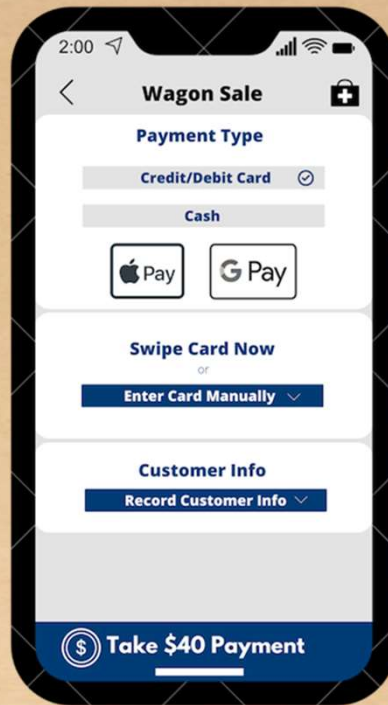


TRAIL'S END APP FOR SCOUTS

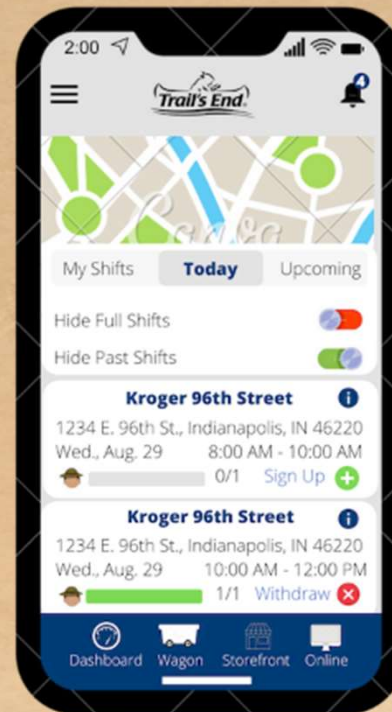
Point of Sale



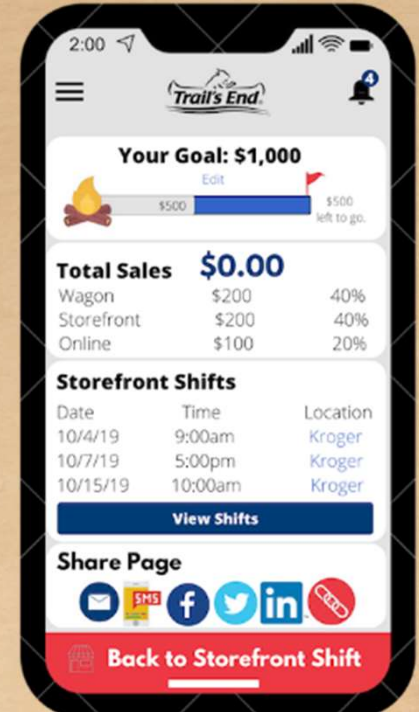
Payment



Storefront Scheduling



Sale Tracking



TRAIL'S END APP: For Scouts



Scout Portal

SHARE YOUR PAGE

GOAL

YOUR BADGES

HELLO, BRANDON!

DASHBOARD

Percent of Goal: 75% **Goal: \$2,000**

Total Sales

Face-to-Face Sales

Online Sales

FEED

Storefront Shifts

< MARCH 2019 >

SU	M	T	W	TH	F	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			


Trail's End

BRANDON WILLIAMS
Pack 123


-
-
-
-
-

Download Our App


Scout Portal - FACE TO FACE




SHARE YOUR PAGE




GOAL





YOUR BADGES





HELLO, BRANDON!





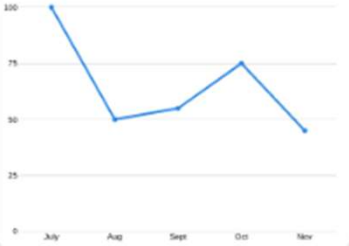
BRANDON WILLIAMS
Pack 123

SALES - FACE-TO-FACE

This is your Scout fundraiser Storefront Sales page.

Storefront

daily weekly monthly



Storefront Customers


ABC Q

Order Number	Date	Location	Amount	Payment Type
1234567089	01-12-19	Kroger	\$15	Credit Card
1234567234	01-15-19	Kroger	\$20	Cash
1234569139	01-15-19	Lowe's	\$20	Cash
1234562560	01-20-19	Home Depot	\$10	Cash
1234562560	01-20-19	Whole Foods	\$30	Credit Card

Showing 5 of 12 1 2 3

Wagon

daily weekly monthly



Wagon Customers

ABC Q all delivered undelivered

First Name	Last Name	Order Number	Amt	Date	Status
Beckham	Williams	1234567089	\$30	01-12-19	Delivered
Erika	Wilson	1234567234	\$20	01-15-19	Undelivered
Chris	Naviaux	1234569139	\$35	01-15-19	Undelivered
Fred	Flintstone	1234562561	\$10	01-20-19	Delivered
Nicole	Dashner	1234562562	\$25	01-20-19	Delivered

Showing 5 of 15 1 2 3

Storefront Shifts

all mine future previous

ABC Q

< MARCH 2019 >

SU	M	T	W	TH	F	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Date	Location	Time	Availability	Action
Mar. 7	Kroger	10am-12pm	2 spots left	Reserve
Mar. 7	Kroger	10am-12pm	0 spots left	Withdraw
Mar. 7	Kroger	10am-12pm	5 spots left	Reserve

1 2 3

Dashboard

Training

Sales

Overview

Face-to-Face

Online


Your Page


Rewards

Download Our App



Scout Portal - Online Sales








BRANDON WILLIAMS
Pack 123

- Dashboard
- Training
- Sales
 - Overview
 - Face-to-Face
 - Online
- Your Page
- Rewards

Download Our App

Customer Orders



ABC

Q


MAR 21

all daily weekly monthly

First Name	Last Name	Email	Order Number	Amt.	Date	Actions		
Beckham	Williams	bwilliams@gmail.com	1234567089	\$30	01-12-19	View	Thank Customer	More Support
Nicole	Williams	nwilliams@gmail.com	1234567090	\$30	01-12-19	View	Thank Customer	More Support
Brian	Williams	brian.williams@gmail.com	1234567123	\$30	01-12-19	View	Thank Customer	More Support
Isaiah	Wilson	isaiah@gmail.com	1234567350	\$30	01-12-19	View	Thank Customer	More Support
Aaron	Naviaux	naviaux@gmail.com	1234567521	\$30	01-12-19	View	Thank Customer	More Support

Showing 5 of 10 1 2

Customer Locations




Online Sales Leaderboard

Council | Unit


RANK	SCOUT	DISTRICT	COUNCIL	SALES
1	Evan V	Chisholm Trail	Capitol Area	\$12,740
2	Savannah T	LaFayette	Occoneechee	\$10,646
3	Declan T	Briones	Mt. Diablo Silverado	\$10,505
4	Scouting I	Daniel Morgan	Palmetto	\$10,464
5	SSA P	3 Huron Trails	Michigan Crossroads	\$8,035

24


SCOUT Portal - Rewards




SHARE YOUR PAGE




GOAL








YOUR BADGES




HELLO, BRANDON! 

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Pack 123

-  Dashboard
-  Training
-  Sales
-  Your Page
-  Rewards

Download Our App






SCOUT REWARDS

Drag and drop the rewards you want to between the Rewards Available and Your Rewards columns below. From there, we'll tell you how much you need to raise to hit your goal! **NEEDS TO BE A CONTENT BLOCK WITHIN THE CMS TO ADD COPY/IMAGE/TABLE HERE TO EDUCATE SCOUTS ON THE NEW PROGRAM.**



Rewards Available on Amazon.com

Filter:

Name	Value	Need to Sell
 Nintendo Switch Lab	\$500	\$500
 iPhone XR	\$1,000	\$5,000
 SkeeBall	\$35	\$350

Your Rewards to Buy with Your Gift Card

Total Value of Rewards: \$450
Your Fundraising Goal: **\$1,450** [Edit Goal](#)

Name	Value	Need to Sell
 LEGO Vectron	\$250	\$750
 LRyze Quadcopter	\$200	\$700

PRODUCT UPDATE

Sweet & Savory

Product stays the same; Northern Star is boxing them.

\$60 **Chocolate Lover's Collection**
 • Milk Chocolate Pretzels
 • White Cheddar Pretzels
 • Chocolate Caramel Popcorn Clusters
 • Chocolate Caramel Crunch

\$10 **Sweet & Savory Collection**
 • White Cheddar Cheese
 • Premium Caramel Corn with Pretzels

\$30 **Cheese Lover's Collection**
 • White Cheddar Cheese Corn
 • White Cheddar Cheese Corn
 • White Cheddar Cheese Corn

\$20 **Chocolatey Caramel Crunch™**
 Sweet, crunchy caramel popcorn coated in a thick, one-of-a-kind chocolate.

\$20 **20 oz. Salted Caramel Popcorn with Sea Salt**
 A unique combination of sweet caramel corn with a perfectly balanced finish of sea salt.

\$20 **18-Pack Microwave Kettle Corn**
 Deliciously sweet and salty popcorn that melts in your mouth.

\$20 **18-Pack Microwave Unbelievable Butter™**
 The perfect combination of popcorn, oil, salt and butter to make you feel like you're at the movies.

\$20 **New JUMBO Bag White Cheddar Cheese Corn**
 The perfect combination of light, airy popcorn and a rich white cheddar cheese drizzle in every bite.

\$20 **Premium Caramel Corn**
 The best popping caramel popcorn you can get. All natural, buttery & salty.

\$10 **Classic Caramel Corn**
 A traditional favorite full of rich caramel flavor.

\$10 **Popping Corn**
 That's End plans benefits for those who like to make popcorn from scratch.

POPCORN FOR OUR HOMETOWN HEROES
 Send a gift of popcorn to our local heroes—Military, Police, Fire, EMS and all of our everyday heroes!

\$50 Donation **\$25** Donation

White Pretzels

Only available in Choco Lovers Collection. Single bags have been discontinued.

White Cheddar

New "Jumbo" bag goes from \$15 to \$20

Sea Salt Carmel

Reformulated to be like 2017's version.



DISTRIBUTION

- Show and Deliver Pick Ups
 - Week of **Sept 10**
 - 10 Locations Around Council
 - Online Pick Location and Time
- Reordering Starting Tues **Sept 24** Pick up at reorder warehouses
- Home Delivery
 - Over \$12,000 in sales in **2018**
 - Need home Delivery Info by **Aug 23**





DISTRIBUTION

EARLY RETURNS

- **Sunday Oct. 6 and Monday Oct 7 4-7p.m.**
- **No questions asked**
 - **Units can only return FULL Cases of product at early return days.**
 - **Units will only be able to return up to 15% of their TOTAL Show and Deliver order after Oct 7.**

FINAL RETURNS

- **Sunday Nov 3 and Monday Nov 4 4p.m.-7p.m.**
4 locations Sunday, 1 on Monday.
Thursday Nov. 7 Trailblazer 5-7p.m.
- **ABSOLUTELY NO RETURNS AFTER NOVEMBER 5**



TRANSFERS

**All Transfers are done through the
Trail's End Leader Portal**

- **You can initiate a transfer**
- **Both parties have to accept**
- **Invoice automatically updates for both Units**



HELPFUL HINT

LOOK AND CORRECT
YOUR INVOICE BY NOV 10





PRIZE PROGRAM

NEW PRIZE PROGRAM

- **MT Adventure-Trail's End**
- **BSA National Supply \$100-\$1499**
- **Trail's End Prize Program \$1500+**
- **NSS Bonus Prizes**
- **NSS NEW Adventures**



MT. ADVENTURE REWARDS

\$20,000 OF REWARDS EACH WEEK*

12 weeks: August 12 – November 3

TO QUALIFY

- Scouts earn one (1) entry for every \$100 in credit card sales (App + Trails-End.com) each week.
- Note: The storefront split calculation set by the unit leader will impact credit card credit.

REWARDS FOR SCOUTS


- One (1) family vacation awarded as a \$2,500 Visa Gift Card each week.
- Up to 1,750 \$10 Amazon.com Gift Cards rewarded as “Instant Wins” awarded each week.

SELECTION AND FULFILLMENT OF REWARDS

- Winners will be randomly selected; nationally for vacation winners and regionally for instant winners.
- Winning Scouts claim Amazon.com Gift Cards in their Trail’s End Scout accounts.
- Visa Gift Cards mailed to winners by Trail’s End.

**Up to \$20,000 of Rewards each week*





\$ 100-\$ 1499

National Supply Program

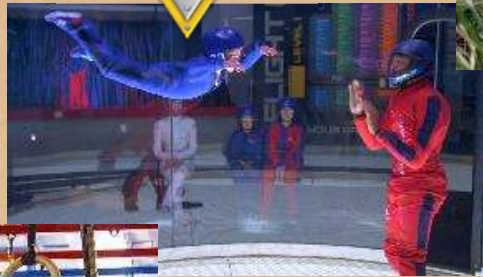
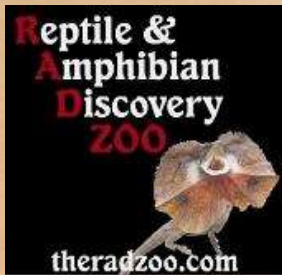
- New Vendor
- 5 to 1 vote for this program by our youth focus group
- Will stand by prizes 100%
- Mix of boy and girl prizes
- Ordered via a website attached to the TE Portal



BONUS PRIZES



ADVENTURES





HELPFUL HINT

ORDER YOUR
UNIT'S PRIZES
BEFORE JAN 1



LUMBERSNACKS CAMP—Free Scout Sales Event on Sept. 14

Lumbersnacks Camp is for all Scouts selling popcorn. Encourage all of your Scouts to attend!

Date/Time: Saturday, Sept. 14, 9:00 a.m. - 3:00 p.m. Stop by anytime to participate!

Location: Base Camp—6202 Bloomington Road, Fort Snelling, MN 55111

Stations: *(subject to change)*

Popcorn Tasting -What's Your Favorite Flavor?

Prize Extravaganza/Bonus Prizes/Adventures

Trail's End App

Practice Your Pitch

Hometown Heroes

Build-A-Booth

Merit Badges, including Salesmanship and

Digital Technology will be offered for Scouts!

(Space is limited, must sign up online before the event to reserve a spot)

Postcards with the sign up information will be mailed out early August to all

registered Scouts in units that have signed up to sell popcorn by Aug. 1.

Emails will be sent to popcorn chairs to forward to parents and Scouts.



All Scouts who register online for Sellers Academy and complete the stations on Sept. 14 will receive a **FREE** Lumbersnacks winter hat.



OFFICE HOURS—NEW for 2019

To better help our Popcorn Chairs, Council Popcorn volunteers are hosting Popcorn “Office Hours” during the sale.

Come during posted hours and dates to meet a Council Popcorn expert about any questions you may have.

Office Hours will be updated on www.buyscoutpopcorn.com.

Our plan is to have office hours the last week of August, the middle of the sale and after the sale ends.





THANK YOU

Join us on Facebook!

facebook.com/groups/TEPopcornCommunity

