

Pack #196 2024 Popcorn Selling Campaign

Popcorn Kernel: JR Callahan

WHY SELL POPCORN?

Fund Adventures

- **Blue and Gold Ceremony**
- **Pinewood Derby**
- **Fall Camporee**
- **Christmas Parade**
- **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

Scouts will love the REWARDS

- **Millions of choices with Amazon Gift Cards**
- **High earners (\$750+) participate in Pie in the Face or similar activity**

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
- 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
- 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

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 helping to pay for camping adventures

- 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

TRAIL'S END

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!

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!*

Individual Goal – ~\$550 or ~640 points



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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PRODUCTS 2024

It's simple, give consumers what they like, and they support more!
We offer popular products & flavors eaten frequently by everyone.



S'MORES POPCORN

- Delicious chocolatey marshmallow and graham cracker flavor
Celebrate fun times around a campfire
- Popped in equipment unique to the industry
- \$25 Retail
- 10 ¾ cups | 7oz



SWEET & SALTY KETTLE CORN

- Perfect salty sweet flavor, more popular with consumers and popped in equipment unique to the industry
- \$15 Retail
- 6 cups | 3.5oz



WHITE CHEDDAR POPCORN

- Cheesier and sharper taste, a very delicious cheddar flavor
- \$20 Retail
- 16 ¾ cups | 6oz



POPPING CORN

- All natural, popping kernels for those who enjoy making popcorn from scratch
- \$17 Retail
- 28oz



UNBELIEVABLE BUTTER MICROWAVE POPCORN

- A delightful combination of popcorn, oil, salt, and butter that is the perfect anytime snack to share with friends and family.
- \$25 Retail
- 12 Microwave Bags



SALTED CARAMEL CORN

- Rich caramel with just the right amount of salt makes this consumer favorite as good as ever
- \$25 Retail
- 6 ¾ cups | 14oz



CHOCOLATEY PRETZELS

- Perfect blend of pretzel crunch covered in chocolatey goodness
- \$30 Retail
- 12oz

Individual Goal – \$550 - Breakeven

\$530 is **EASY** to obtain with the right plan and hard work!

- \$550 = ~4-5 storefront hours
- \$550 = ~25-30 items sold in wagon sales.

Meet your neighbors, recruit your parents to sell product at work.
Get creative and have fun!

High Earner Goal – \$750

High earners get to participate in Pie in The Face and throw a pie at a leader of their choice!!!

Pack Goal – \$550 average per scout

KEY DATES/NEXT STEPS

Add these dates to your Calendar

- On-Line sales start now- www.trails-end.com
- September 7th – Popcorn Sales Begin
- Storefront Sales
 - September 7th – October 3rd
 - 97 X 2 Hour Shifts to be claimed!
 - More can be added
- October 29th – Final Unit Popcorn Order Must be Entered into the Popcorn System
- November 15th – Final Popcorn Distribution to Units
- Early December – Scouts will receive their earned rewards – Right Before Christmas!

NEXT STEPS

- Provide contact info for online app user creation.
 - Child
 - Guardian Name
 - Phone
 - email
- Signup for a storefront tonight or next pack meeting (8/26)
- Download the Trail's End app and make sure you can login.
- Contact JR Callahan with any questions
 - 812-345-7625
 - jamrcall@gmail.com