



2020 Pony Express Council Popcorn Virtual Workshops

- Purpose: Share the 2020 Product Sale plan and facilitate unit preparation for a successful fundraiser in 2020... we are changing lives by empowering our Scouts to raise more funds to have an even better program! There are several changes with the 2020 sale to share.
- What are YOUR SCOUTS' goals in Scouting? Success requires a VISION for a great Scouting program, which requires a financial GOAL, followed up by a WELL-EXECUTED PLAN using the available tools, time, leadership, enthusiasm, and effort. Scouts who take the time and effort connect with customers and share their goals have the most success.



Prepared. For Life.®



Great Program, Funded Through Popcorn!





2019 Pony Express Council Sale Results

District	2017 Sales	2018 Sales	2019 Sales
Loess Hills	\$173,202	\$180,189	\$223,368
Grand River Trails	\$96,976	\$95,996	\$104,166
Lewis and Clark	\$113,256	\$109,438	\$110,383
Council Totals	\$383,669	\$385,629	\$437,917

Figures include all sales including online sales and military donations.

Each district had sales growth in 2019!





2019 Top Selling Units by District

District	Top Selling Pack	Top Selling Troop
Loess Hills	Pack 60, Savannah \$33,514	Troop 190, Maryville \$32,369
Grand River Trails	Pack 249, Cameron \$27,950	Troop 87, Cameron \$11,900
Lewis and Clark	Pack 117, Hiawatha \$28,609	Troop 10, St. Joseph \$4,987





2019 Top Selling Pony Express Council Scouts

District	Unit	Scout	Total Sales
Loess Hills	Pack 30	Maggie Crouse	10155.89
Lewis and Clark	Pack 259	Spencer Schultz	5501
Lewis and Clark	Pack 117	Alivia Boyles	4220.03
Loess Hills	Pack 30	Elisha Alexander	3580.54
Lewis and Clark	Pack 259	Brycen Bauman	3579
Loess Hills	Pack 30	Ayden Alexander	3185.54
Grand River Trails	Troop 87	Cody Terhune	3181.37
Loess Hills	Troop 60	Luke Freeman	3142.92
Loess Hills	Pack 60	Garrett Duckworth	3046
Loess Hills	Troop 74 G	Joslin Ungles	2846.1
Total			42438.39

18 Scouts sold \$2,500 or more in 2019, up from 14 Scouts in 2018

The top 3 selling Scouts in the nation in 2019 sold \$55,840, \$45,281, and \$37,167.





2019 \$1,000+ Sellers Club

130 Scouts in 2019, vs 92 in 2018, sold \$1,000 or more to qualify for the Spin N' Win Party at East Hills Shopping Center! Every Scout was represented at the party! 11 girls sold \$1,000 or more, up from 7 the prior year!!!



These 130 Scouts sold \$209,168, up from \$142,848 sold by the 92 Scouts in 2018..

53 of these Scouts sold \$1,500 or more to earn Amazon gift cards, up from 31 at that level in 2018.





Trails End App Results 2019

The Trails End App allows Scouts to process credit cards with no fee, and allows units, parents, Scouts, and the Council to track sales and inventory in real time.

Miscellaneous military donations allow customers to support Scouts and the military even if they don't want product, and these can be in any amount.

In 2019, 23 Scouts earned Best Buy \$100 gift cards for the Wagon Sale Blitz incentive.

618 Scouts recorded an app or online sale.

\$357,000 out of \$438,000 in total sales was recorded through the app in 2019.





2019 Best Selling Products

- 1) Unbelievable Butter... sold \$73,660
- 2) Regular Caramel Corn... sold \$51,444
- 3) Caramel with Nuts... sold \$46,260
- 4) Kettle Corn... sold \$39,800
- 5) White Cheddar... sold \$37,500
- 6) Salted Caramel... sold \$35,400
- 7) Choc. Car Crunch... sold \$34,175
- 8) Cheese Lovers Box... sold \$24,510
- 9) Popping Corn... sold \$22,130
- 10) Chocolate Lovers Collection Tin... sold \$18,960

Categories of focus that have continued to grow:

- 1) Military Donations... sold \$25,212... up from \$18,380 in 2018
- 2) Online Sales... \$23,071... up from \$15,463 in 2018





Military Donations Delivered to Local Military and Veterans in 2019

Local Scouts and leaders helped distribute to:

- MO Veterans Home in Cameron
- Kansas National Guard in Hiawatha
- MO National Guard in Maryville
- 139th Airlift Wing at Rosecrans



The Big Three of Popcorn for 2020... Fund Your Scouting Adventures with Less Time and Effort!

#1

Trails End App

Scouts who use the Trails End App are eligible to earn Trails End Rewards Amazon cards . It is also easy to accept credit cards using the app with no fees, and track sales and customers.



#2

Online Sales

Direct to Consumer is a new sales method for 2020 and includes all traditional products/prices..



Scouts earn double Trails End rewards points for online/direct to consumer sales in 2020 and can use the app to manage ALL sales.

#3

Military Donations



Scouts can collect military donations of any amount from customers and track these in the Trails End App. Product to be donated to local military units at the end of the sale. Scouts who collect \$100 or more in military donations receive this special patch.



2020 Key Sale Dates

- The Trails End App launches for all Scouts on 6/17 and is available for all Scouts to begin Direct to Consumer (online) sales and wagon sales. All direct to consumer online sales from 7/1 – 8/15 earn your unit a bonus of 5 % on those sales in the form of an Amazon card sponsored by Trails End.
- **Online Unit Kernel Registration/Commitments Due by 6/30**
 - All key unit popcorn volunteers are encouraged to register online so they can stay informed of sale updates... this is especially important for 2020 as our ordering dates are earlier than ever before
 - **ALL Early/Pre-sale unit popcorn orders (Show and Sell), with a 2020 policy of NO RETURNS, are due in the system NO LATER THAN 7/31 and will be distributed 8/20-21 from the St. Joseph warehouse.**
 - **On Wednesday, August 5 at 6:30 p.m. there will be a voluntary in-person adult leader popcorn training at the Camp Geiger Dining Hall. This is where units can pick up their sales packets with order forms and other support materials, learn about how to fully utilize the Trails End App and Online Direct features, and get any popcorn-related questions answered. This is in place of the previously scheduled boot camp.**





More 2020 Key Sale Dates

Units should prepare to hold a fun kickoff during August or early September for their Scouts and parents. Be sure to have some unit-level incentives and be ready to share unit goals and the vision for the sale. Parent letters and handouts are encouraged.

Units wanting to replenish their popcorn supplies will be able to do so, but the Council's supply of extra popcorn will be limited. Any unit that would like to restock will be required to have sales tracked in the Trails End App AND pay at least 50 % of the net balance of all previously checked out popcorn to be eligible for more product. The big focus in 2020 is online/direct to consumer sales.

Final Orders Due to in the online System to the Council by 10/19.
Order Pickup at District Sites November 5-6.

Final Order Payments Due to Council by 11/27
Scouts help distribute military donations in late November/early December

Spin 'N Win Party at East Hills on 12/13





2020 Unit Commissions

27 % is the base commission for all units plus the Council pays the cost of the Trails End Rewards Program for your Scouts.

Up to 4 % Unit Bonus Commission:

- 2 % **AUTOMATIC** for a unit participating in the 2020 popcorn sale with on time payments
- 2 % for an increase in unit total sales over 2019 (all sales including online, show and sell, and take order/wagon sales).

All online sales in 2020 earn 35 % unit commission. Payments applied to unit invoices within a few days of the order. **Trails End is expanding the online product lineup with “Direct to Consumer” traditional items for 2020.**





2020 Traditional Product Lineup

Small Caramel Corn- \$12

Popping Corn Jar (clear plastic jar, 33 % increase in volume)- \$15

Pre-Popped Unbelievable Butter- \$15

White Cheddar- \$20

NEW- Blazin' Hot Popcorn- \$20

Salted Caramel- \$25

Cheese Lovers Collection Box- \$35 (1 big bag Blazin' Hot and 1 big bag White Cheddar)

American Heroes Donations- Miscellaneous, \$30, and \$50 options through the app, as well as online sales options.

Online product mix will vary and will include Unbelievable Butter (while supplies last) and chocolate products, as well as the traditional products.



TRAIL'S END APP

Trail's End[®]



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 APP

Trail's End[®]



Text APP to 62771 to
DOWNLOAD THE APP
& START SELLING TODAY



 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.

TRAIL'S END LEADER PORTAL *Trail's End*



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.

TRAIL'S END IMPROVEMENTS

Trail's End



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

ONLINE DIRECT

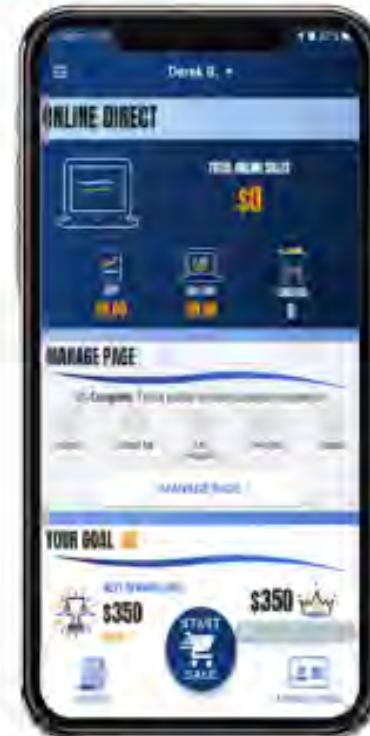
Trail's End



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





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

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\$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.

Online Direct

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\$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
- (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.

ACCEPTING CREDIT/DEBIT

Trail's End



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 REWARDS

Trail's End[®]



Trail's End[®] REWARDS
 Earn amazon.com Gift Cards and choose the prize **YOU** want!

COLLECT POINTS TO EARN AMAZON.COM GIFT CARDS. TO QUALIFY, ALL SALES MUST BE RECORDED IN THE TRAIL'S END APP, WHICH WILL CALCULATE TOTAL POINTS FOR YOU.

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS
NO LIMIT Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

6,000 pts Earn a \$450 Amazon.com Gift Card	REWARD IDEAS 	1,750 pts Earn a \$70 Amazon.com Gift Card	REWARD IDEAS
5,000 pts Earn a \$375 Amazon.com Gift Card	REWARD IDEAS 	1,500 pts Earn a \$60 Amazon.com Gift Card	REWARD IDEAS
4,000 pts Earn a \$300 Amazon.com Gift Card	REWARD IDEAS 	1,250 pts Earn a \$50 Amazon.com Gift Card	REWARD IDEAS
3,500 pts Earn a \$250 Amazon.com Gift Card	REWARD IDEAS 	1,000 pts Earn a \$40 Amazon.com Gift Card	REWARD IDEAS
3,000 pts Earn a \$200 Amazon.com Gift Card	REWARD IDEAS 	800 pts Earn a \$30 Amazon.com Gift Card	REWARD IDEAS
2,500 pts Earn a \$100 Amazon.com Gift Card	REWARD IDEAS 	600 pts Earn a \$20 Amazon.com Gift Card	REWARD IDEAS
2,000 pts Earn an \$80 Amazon.com Gift Card	REWARD IDEAS 	400 pts Earn a \$10 Amazon.com Gift Card	REWARD IDEAS

SIGN IN & SET YOUR GOAL
 Text APP to 62771 to download the app

The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation and prize levels are subject to program terms at <http://www.trails-end.com/terms>.

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!

SCOUTS EARN *DOUBLE* ONLINE

2PTS PER EVERY \$1 SOLD
ONLINE DIRECT

1.5PTS PER EVERY \$1 SOLD
CREDIT/DEBIT

1PT PER EVERY \$1 SOLD
CASH

REGISTER YOUR UNIT

Trail's End[®]



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 REWARDS

Trail's End[®]



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.

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!

Text **KICKOFF** to 62771 to get the Unit Kickoff Powerpoint Template for YOUR unit

TRAIL'S END FACEBOOK

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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!



The screenshot shows the Facebook interface for the "Trail's End Popcorn Community" group. The top navigation bar includes the Facebook logo, a "Sign Up" button, and login fields for "Email or Phone" and "Password" with a "Log In" button and a "Forgot Account?" link. The group name "Trail's End Popcorn Community" is displayed as a "Private group". A central image shows three scouts in uniform, one holding a blue flag with white stars. To the right, the "Trail's End" logo is followed by two administrators: SEAN STANFORD (TE ADMIN) and SAM HAUCK (TE ADMIN), each with a circular profile picture. At the bottom, there is a "+ Join Group" button and a "More" button with the text "Join this group to see the discussion, post and comment."

START SELLING EARLY

Trail's End[®]



Reasons to Start Selling in July & August

- Uncertainty of COVID-19 return
- Trail's End Online Direct unit promotion:
 - Earn 5% of Online Direct sales as an Amazon.com gift card – Jul 1-Aug 15
 - Unit must be registered by August 15, 2020 to qualify.
- **Scout Online Direct Entrepreneur Challenge**
 - The first 200 Scouts to hit the goal of \$2,500 in Online Direct sales from July 1 – August 15 will receive an additional \$200 Amazon.com Gift Card, and a digital certificate celebrating their accomplishment. To help Scouts explore new ways of selling Online Direct and think outside the box, Scouts selling in July and August will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce.



2020 Council Incentives Overview

These are **In Addition to the TE Rewards Program:**

- **\$100 Military Donation Patch-** Please submit all donations collected through the popcorn fundraiser as military donations. Can pool smaller donations to reach the \$30 and \$50 levels.
- **\$1,250+ Sellers Club-** Spin 'N Win Party Admission for 12/13, \$100 Camp Discounts, and extra Amazon cards starting at \$1,500
- **Sponsored by Trails End:**
- **Trail's End Scholarship-** This program has been frozen to Scouts who have already qualified... Scouts who are already in the program get 4 % of their 2020 and 2021 sales put into their scholarship accounts.





Questions or Discussion?

Thank you all for attending and starting the 2020 sale off strong!!!





Scouting ...Made Possible through Customer Investment in Our Scouts Through Popcorn

