

## 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



### Trail's End Storefronts (for participating Councils)

- Trail's End is reserving the best selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page
- Best hours will be highlighted

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23	Any Amount	Unlimited

Reservations are 4-6 hours

### 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**

