

**Great Smoky Mountain
Council, Scouting America**

Trail's End®

2024 Unit Kick-off

REGISTER NOW



Powered by Popcorn

Trail's End[®]
Scout Fundraising



**BECOME
DECISIONS MAKERS**



**LEARN MONEY
MANAGEMENT**



**BECOME
GOAL SETTERS**



**BECOME FUTURE
ENTREPRENEURS**



**LEARN
PEOPLE SKILLS**

Benefits for Scouts

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon eGift Cards
 - Millions of prize choices
 - Scouts choose the prizes they *want*

Scouts Learn

- How to help others around them
- Public speaking & math skills
- Salesmanship & perseverance
- How to earn their own way
- The value of hard work
- How to handle rejection

2023 Top Sellers

Rank	Scout	Unit	District	Total Sales \$
1	Sophia B.	T-258	Cataloochee	\$16,182
2	Matthew D.	P-243	Mt. Cammerer	\$10,165
3	Ben B.	P-346	Mt. Le Conte	\$9,384
4	Andrew L.	T-20	Mt. Le Conte	\$8,012
5	Charles D.	P-346	Mt. Le Conte	\$6,375
6	Kiona L.	P-243	Mt. Cammerer	\$5,533
7	Harrison P.	P-346	Mt. Le Conte	\$4,595
8	Edward B.	P-134	Mt. Cammerer	\$4,507
9	Liam M.	P-242	Mt. Le Conte	\$4,433
10	Kolson P.	P-346	Mt. Le Conte	\$4,383

Rank	Unit	District	Total Sales \$
1	Pack 346	Mt. Le Conte	\$116,795
2	Pack 830	Mt. Le Conte	\$35,661
3	Pack 506	Mt. Cammerer	\$34,476
4	Pack 243	Mt. Cammerer	\$26,975
5	Pack 22	Mt. Le Conte	\$23,669
6	Pack 242	Mt. Le Conte	\$23,018
7	Troop 20	Mt. Le Conte	\$22,482
8	Pack 141	Mt. Le Conte	\$19,830
9	Troop 46	Mt. Le Conte	\$19,535
10	Pack 770	Cades Cove	\$17,832

Ideal Year of Scouting

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Incorporate new adventures & activities.

Budget

- Assign costs to activities and expenses.
- Add in camp, registration fees, advancements & Unit dues.

Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

Set Goals

- Calculate Unit goal: divide budget by expected popcorn commissions.
- Divide Unit goal by # of Scouts to get Scout goals

Raise the Money

- Conduct one fundraiser
- Less time fundraising = more time Scouting!

Enjoy the Year!



Ideal Year of Scouting

Help Units (or Scouts) Set Their Budget!

- Total Program Costs \div Unit Commission = Sales Goal
- Hit Sales Goal = **100% PROGRAM FUNDED**

Ideal Year of Scouting

Fund Your Scouting Year

	Activities / Program Items	Cost
✓	Pack Dues	\$60
✓	Summer Camp	\$350
✓	BSA National Fee	\$85
✓	Council Program Fee	\$80
✓	Shirt	\$35
✓	Pants or Skorts	\$35
✓	Hat	\$23
✓	Belt	\$15
✓	Neckerchief	\$13
✓	Neckerchief Slide	\$8
✓	Socks	\$8
✓	Belt Buckle	\$7
✓	Patches	\$6
✓	Handbook	\$20
✓	Other	\$0

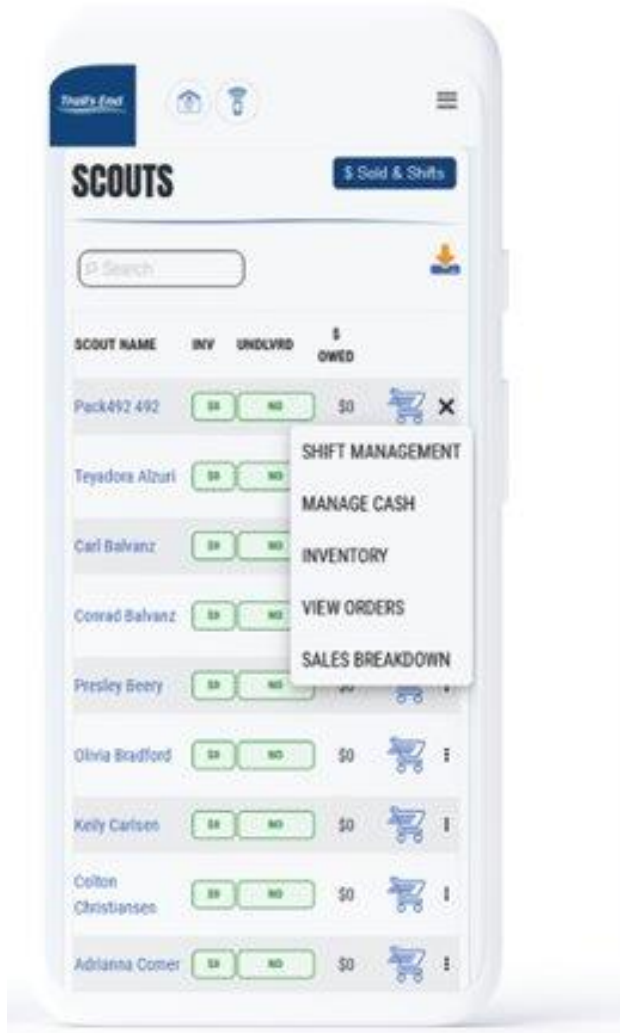
\$745 Total Cost
35% Unit Commission
\$2,129 Sales Goal

Available for download in training section of the Unit Portal!



2024-2025 Program Planner						Trail's End [®]
1. Enter your Unit's activities and costs under each month.				Pack/Troop		
2. Enter your number of Scouts and unit commission %.				Number of Scouts in Unit		
3. Fill in the five shaded fields at the bottom of the sheet.				Unit Commission %		
September		October		November		
Activities	Cost	Activities	Cost	Activities	Cost	
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00	
December		January		February		
Activities	Cost	Activities	Cost	Activities	Cost	
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00	
March		April		May		
Activities	Cost	Activities	Cost	Activities	Cost	
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00	
June		July		August		
Activities	Cost	Activities	Cost	Activities	Cost	
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00	
Enter Cost per Scout						
	Pack Dues	Total Activity Cost & Expenses			\$0	
	Scout Life Magazine	Other Unit Expenses			\$0	
	Advancements	Unit Sales Goal			#DIV/0!	
	BSA National & Council Program Fee	Scout Sales Goal			#DIV/0!	
\$0	Total Expenses	Unit Commission			#DIV/0!	

Leader Portal



Your one-stop-shop for sale management!

- Order Popcorn
- Invite their Scouts to register; manage Scout roster.
- Easily set Unit and Scout goals.
- View real time reporting of sales, inventory and cash management; all in one place.
- Unit-to-Unit product transfers. No Council intervention needed.
- Create, schedule, and manage storefront sites and shifts.

Trail's End App

Trail's End[®]
Scout Fundraising

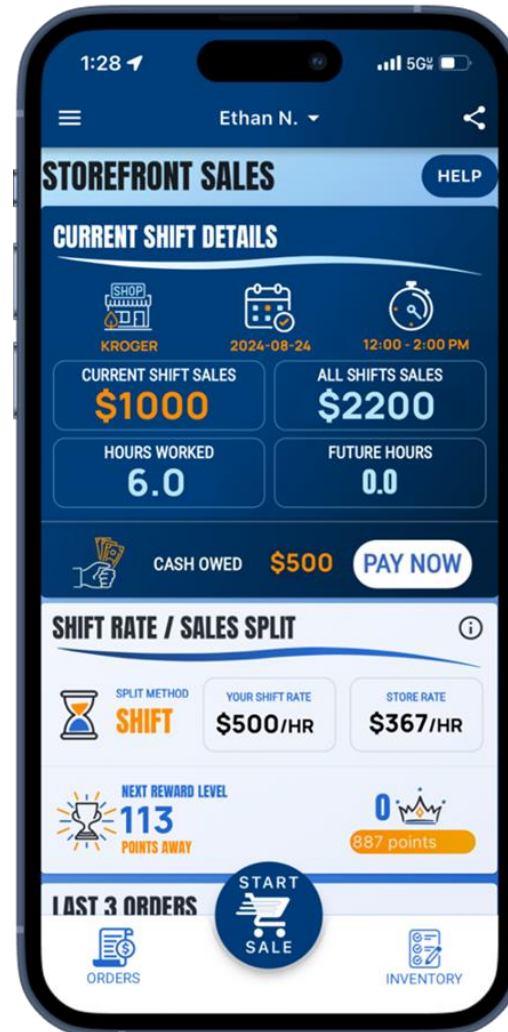
Save Time Managing Your Sale!

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
- schedule Scouts for storefronts.

Free Credit Card Processing

Powered by Square | Paid by Trail's End



Available in Apple and Google Play Stores

New Scouts

Use Unit's Trail's End Code or their zip code to register.

Families can use one email for multiple accounts.

Returning Scouts

Sign in using 2023 username

Families: click name dropdown at top of screen to switch between accounts in the App

Keller Prizes



Manufactured under license from the Boy Scouts of America. All rights reserved.

Great Smoky Mountain Council Knoxville, TN



KELLER MARKETING
A Division of General Commercial Corp.
888-351-8000

Scan QR Code for a more detailed description of Prizes

\$850
LEVEL 7

- 27 - Hydration Pack - 2L
- 28 - Transformers: Rise of the Beasts: Bumblebee Model Kit
- 29 - Zing Quick Switch Power Bow
- 30 - 2-Person Waterproof Tent Assorted Colors
- 31 - \$25 Amazon Card



\$600
LEVEL 6

- 22 - E-Blox Parts Plus Construction Kit
- 23 - Telescope - 40X Magnification
- 24 - 5-in-1 Multi-Tool w/ Shovel & Ax
- 25 - Hexbug Mechanicals Wasp Assorted Colors
- 26 - \$20 Amazon Card



\$450
LEVEL 5

- 17 - Light Saber w/ Stand
- 18 - 5pc Stainless Steel Mess Kit
- 19 - Adventure Duffie Bag w/ BSA® Branding
- 20 - Air Hunterz Zano Bow w/ 2 Zarts
- 21 - \$10 Amazon Card



\$350
LEVEL 4

- 13 - Multi Tool Flashlight
- 14 - Magic Sand Set w/ 6 Molds
- 15 - White Handle Lock Blade Knife & Case w/ BSA® Branding
- 16 - Catapult Plane w/ Decorative Stickers



\$250
LEVEL 3

- 9 - Dry Bag - 5 liter - Yellow w/ BSA® Branding
- 10 - Mini Multi-Tool w/ Case
- 11 - 4x30 Binocular w/ Case
- 12 - 6" Stuffed Animal - Goat



\$150
LEVEL 2

- 1 - Fire Starter and Steel
- 2 - Tony Hawk Box Boarders Assorted Characters
- 3 - Compass Thermometer Whistle
- 4 - Highlighter Scout - 4 Color Highlighter w/ Retractable Computer Brush
- 5 - First Aid Kit w/ Waterproof Case
- 6 - Cinch Back Pack w/ BSA® Branding
- 7 - Mini Dynamo Dual LED Light w/ BSA® Branding - Assorted Colors
- 8 - Watch/Pedometer



LEVEL 1

- 0.1 - Popcorn Sale Patch Sell any item
- 0.2 - Heroes & Helpers Pin Sell \$25 or more
- 0.3 - Online Sale Pin Sell One Online Order
- 0.4 - Top Seller Pin Sell over \$1,000



Blitz Club
Sell \$400 between Sept. 13 & Sept. 30 and receive your choice of

- 0.5 - Carabiner Clip with Compass
- 0.5 - Aluminum Sports Bottle w/ Carabiner



\$5,050
LEVEL 13

- 52 - LEGO Technic Mercedes-AMG F1 W14 E Performance
- 53 - Cross Canyon 2 Tent & Footprint
- 54 - Carrera Evolution Mario Kart Analog Electric Slot Car Racing
- 55 - \$150 Amazon Card



\$3,550
LEVEL 12

- 48 - Adventure Camp Package
- 49 - BioLite CampStove 2+
- 50 - Case Boneslag Folding Hunter Knife w/ Leather Sheath
- 51 - \$125 Amazon Card



\$2,800
LEVEL 11

- 44 - iLive Indoor/Outdoor Bluetooth Solar Speakers
- 45 - LEGO City Modular Space Station
- 46 - Coleman Sundome 4 Person Tent
- 47 - \$100 Amazon Card



\$2,050
LEVEL 10

- 40 - LEGO Friends Castle Bed and Breakfast
- 41 - SkullCandy Wireless Earbuds
- 42 - Foldable Drone
- 43 - \$75 Amazon Card



\$1,700
LEVEL 9

- 36 - Youth Pickle Ball Set
- 37 - HEXBUG BattleBots Arena Bite Force & Blacksmith
- 38 - The North Face Stalwart Backpack
- 39 - \$50 Amazon Card



\$1,150
LEVEL 8

- 32 - LEGO Batman - Batcycle
- 33 - Swiss Army Fieldmaster Knife
- 34 - Walkie Talkie Set w/ Rechargeable Batteries
- 35 - \$35 Amazon Card



Great Smoky Mountain Council

Council Code: 557GSMC

www.easttncscouts.org

For Sale Related Questions:
Council Office (865) 588-6514

For Prize Related Questions:
GCC/Keller Marketing (888) 351-8000

Descriptions of Prizes available at www.kellerprizeprogram.com

How to Select Your Prizes

- Sell any item and receive the Popcorn Sale Patch.
- Sell \$150 or more and receive a Popcorn Sale Patch AND any Level 2 Prize.
- Sell \$250 or more and receive a Popcorn Sale Patch AND a prize from the level you achieve, or select a combination of prizes from lower levels, as long as the total prize value does not exceed the Level Achieved.

Example: Sales of \$600 choose one prize from Level 6 ... OR ... ONE prize from Level 4 AND ONE prize from Level 3, etc.

All prizes are subject to substitution and will be for an equal or greater value prize.

Scout Name: _____		Pack/Troop: _____	Total Sales: _____
Prize #	Prize Description		Quantity

How it Works

- TE is booking the best times at premium locations.
- We integrate and plan with data on storefront sales. With TE popcorn, but also based on merchandise being sold inside the store as well as foot traffic.
- Our goal is to provide locations that will generate 1 sale every 3 minutes.



Storefront Claiming

**Saturday, July 20: \$20k + Units, 4
reservation blocks**

**Sunday, July 21: \$15k+ Units, 3
reservation blocks**

**Monday, July 22: \$10k+ Units, 2
reservation blocks**

**Tuesday July 23: All Units, unlimited
reservation blocks.**



Storefront Settings & Reservations

The **BEST SPLIT** method for highest sales per hour is One Scout / One Parent

Default Settings

- Before reserving, set your split method.
- **One Scout and their Parent is the BEST split!**
 - Scouts credited for each sale recorded.
 - Safest and sales won't go down with splits.
 - **Scouts sell \$244 more than other splits.**
 - Units raise \$50 more per hour per Scout.
- Best practice: 2-hour shifts.

Reservations

- 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

Storefront Program

STOREFRONTS 14 Number Reserved ∞ Current Available 2 Upcoming Available

Manage Reserve Create New

Date Order Testing District Search

Show Reserved Show Processing Past Reservations [Clear Filters](#)

Displaying 57 Reservations (use filters above to narrow results)

<p>Saturday August 24, 2024 🔥</p> <p>Lowe's Home Improvement Lowe's</p> <p>14598 Lowes Wy Carmel, IN View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 24, 2024 🔥</p> <p>Kroger - 116th Kroger</p> <p>9799 E 116th St Fishers, IN View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 31, 2024 🔥</p> <p>Lowe's Home Improvement Lowe's</p> <p>14598 Lowes Wy Carmel, IN View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday August 31, 2024 🔥</p> <p>Lowe's Home Improvement Lowe's</p> <p>14598 Lowes Wy Carmel, IN View on Map</p> <p>Start Time: 08:00 am End Time: 02:00 pm</p> <p>Reserve</p>
<p>Saturday September 7, 2024</p> <p>Lowe's Home Improvement Lowe's</p> <p>14598 Lowes Wy Carmel, IN View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday September 7, 2024</p> <p>Kroger - 116th Kroger</p> <p>9799 E 116th St Fishers, IN View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday September 14, 2024</p> <p>Lowe's Home Improvement Lowe's</p> <p>14598 Lowes Wy Carmel, IN View on Map</p> <p>Start Time: 8:00 am End Time: 2:00 pm</p> <p>Reserve</p>	<p>Saturday September 14, 2024</p> <p>Kroger - 116th Kroger</p> <p>9799 E 116th St Fishers, IN View on Map</p> <p>Start Time: 08:00 am End Time: 02:00 pm</p> <p>Reserve</p>

Saturday August 24, 2024 🔥

Lowe's Home Improvement
Lowe's

14598 Lowes Wy
Carmel, IN
[View on Map](#)

Start Time: 8:00 am End Time: 2:00 pm

[Reserve](#)



Leader Training

Videos

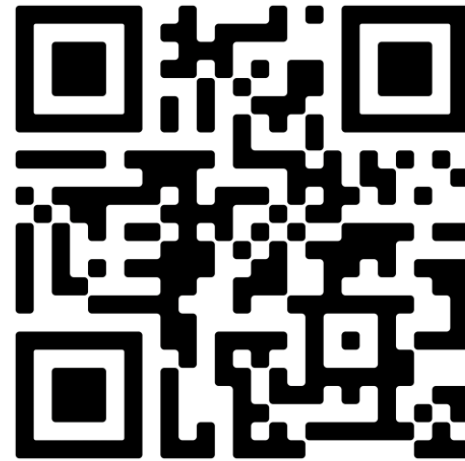
Leader Portal - Training page

Returning Leaders

- What's New?

New Leaders

- Ideal Year of Scouting
- Unit Kickoff & Parent Buy-In
- Leader Portal training
- Storefront Best Practices
- Storefront Reservations & Management
- Managing Inventory



Q&A Webinars

- Please watch the training videos before
- Trail's End experts will stay on and answer every question!

Sale Resources

Leader Portal - Training page

- Leader Guide
- Unit Program Planner
- Scout & Parent Guide
- Banner
- Table Payments Sign
- Scout Pitch



Ways to Sell

Storefronts

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming in and out of stores.
- Best Practice: One Scout and their parent per shift.



Online

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!

Wagon/Take Order

- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



Scout Sales Pitch

“Hi, my name is _____ and I’m earning my way
(first name only!)

to _____! Can I count on your support?

My favorite flavor is _____. If you don’t
(pick one!)

have cash, don’t worry, we prefer credit card!”

NEVER, NEVER, NEVER ask customers to buy popcorn.
It’s to support You!

★ If you cannot remember your sales pitch, say,
“Will you help me go to Camp?”

Even if the customer says no, always say,
“Thank you” and “Have a good day.”



Storefront Best Practices

Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 6-foot table and banner
- Cash box with small bills to make change.
- Scout should use the restroom before shift.
- Place products highest to lowest
- NEVER put prices on the table.

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile and walk up to every person.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

Parent Role

- Encourage your Scout to keep asking. "No's" happen, that's okay!
- Handle table and products setup.
- Stand and thank every person!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in the App.

Credit Card

Credit is Best for Scouts

- Trail's End pays all fees!
- Square Bluetooth accepts contactless cards, chip cards,
- Square Swipers: Lighting (Apple) & Headphone jack (Android)
- Manual Entry (no reader): type in card information
- Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!

NEW

Parent Pay Now

- Parents use their card and keep the cash.
- Storefronts & Wagon
- Available at end of shift (more details to come)
- Scouts earn more Rewards.

NEW

Leader Pay Now

- Leaders use their card and keep the cash.
- Storefront enabled
- Scouts earn more Rewards.



NEW



Cash App Pay



Square

Product Mix

Trail's End®

SALTED CARAMEL
CORN

\$25



NEW!
S'MORES
POPCORN

\$25



UNBELIEVABLE BUTTER
MICROWAVE POPCORN

\$25



WHITE CHEDDAR
POPCORN

\$20



POPPING CORN

\$15



SWEET & SALTY
KETTLE CORN

\$15



Trail's End®

Online Products

Trail's End®



Online Best Practices

Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products available online.

Customize Page

- Create a description with why you're fundraising and what you're planning for the year.
- Select your favorite product.
- Make the bio page your own!

Share

- Share on social media platforms and send to family and friends
- Create a fun special text or video to make your ask personal
- Encourage Scouts and parents to share throughout the campaign, Online is year-round!

NEW

Heroes & Helpers Donations

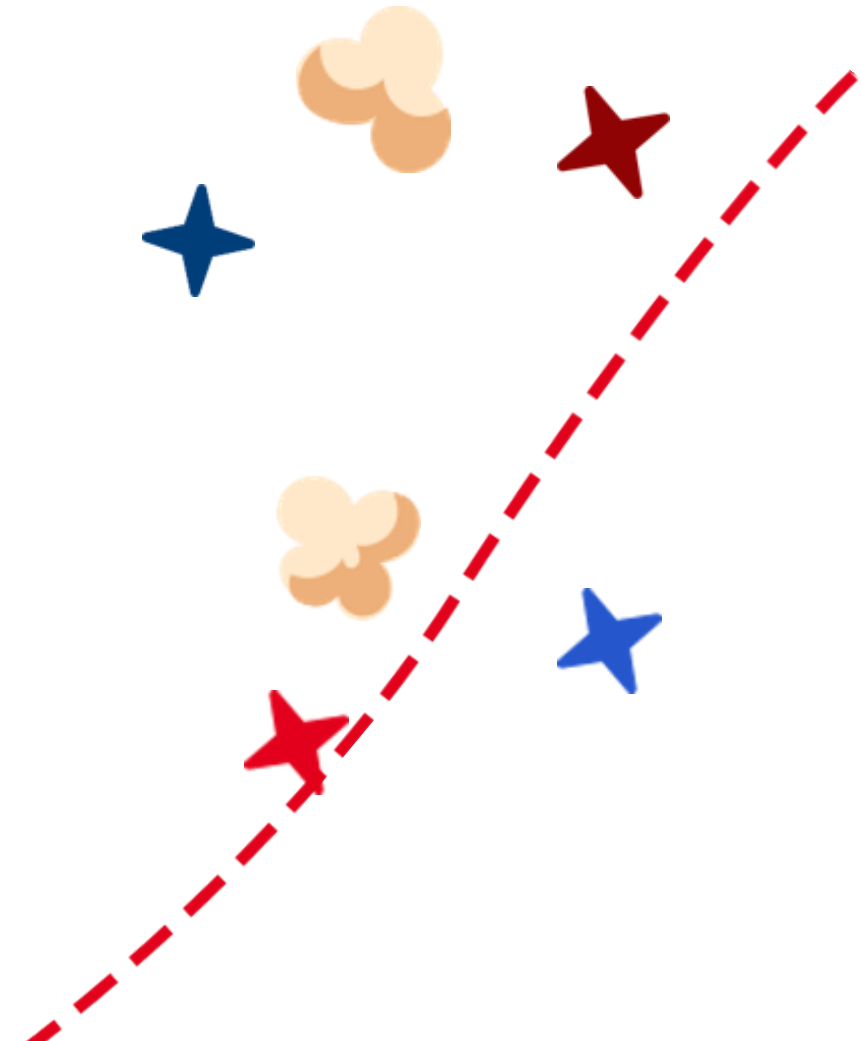
Donations in App will be automatically processed nightly & reflected on Unit orders, eliminating manual ordering, and saving time!



- Products and flavors consumers purchase every day.
- Fewer products simplifies the sale for Councils, Units & Scouts.

Council Key Dates

- Aug. 5 Hamblen Co. Food City Blitz orders due
- Aug. 23-25 and 30-31 Hamblen Co. Food City Blitz
- Aug 22 Show & Sell Order deadline
- Sept 6 & 11 Show & Sell Pick-up
- Sept. 13 Show & Sell Begins and Blitz Club
- Sept. 24 Swap and Shop
- Sept. 27 replenishment and late sale orders due
- Oct. 29 late sale Show and Sell pick-up



Council Sale Dates

Distribution

- New Farmers Warehouse, 2606 Hoitt Ave. Knoxville, TN
- FUMC Cumberland Place Building* (Hamblen Co. Late Sale only)
- Sevier County Rescue Squad*
- HT Hackney Athens TN

- Currently pending confirmation



Mid-Size Car



20 Cases



Small SUV



40 Cases



Crossover



40 Cases



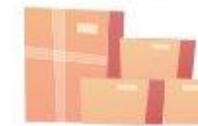
Mini-Van



60 Cases



Large SUV



70 Cases



Full-Size Van



70 Cases

**The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.*

Council Commissions / Incentives

Sales Commission (With prizes) : 28%

Bonus Commission \$4,000-\$6,999 = 30%

Bonus Commission \$7,000-\$9,999 = 33%

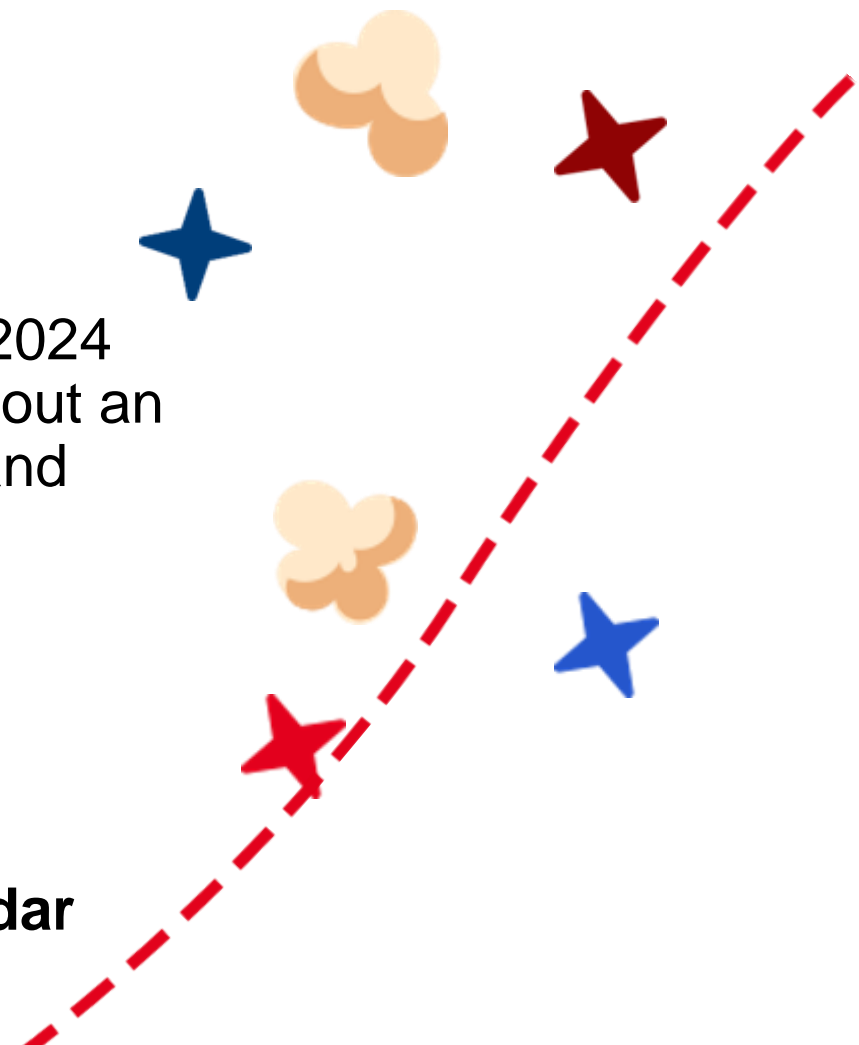
Bonus Commission \$10,000+ = 36%

Units will have option to opt out of the prize program for 2024 and earn an additional 2% commission. If your unit opts out an email outlining what incentives, you are offering Scouts and families is required.

Online Sales Commission = 30%

TOTAL COMMISSION POSSIBLE = 38%

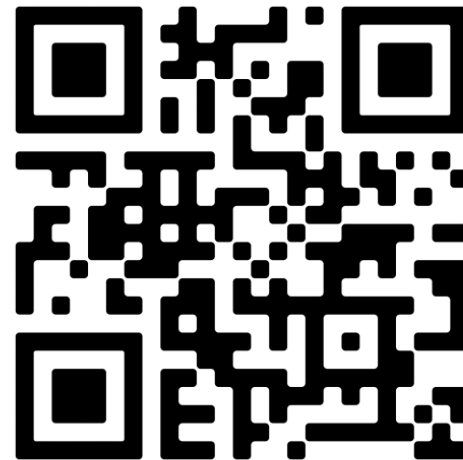
Commissions drop after due date as publicized in calendar



Support

Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



Facebook Group

Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.

Council Support

Tracy Slice, Tracy.Slice@scouting.org
or 865-566-0642

Nathan Cunningham,
Nathan.Cunningham@scouting.org
or 865-686-2353

Or your District Kernel, District Director and District Executive

THANK YOU!

REGISTER NOW



Trail's End[®]