

The background is a dark blue forest scene with faint icons of trees, tents, a canoe, and a hat. A red dashed line winds across the scene, with several popcorn icons placed along its path. The text "Trail's End" is written in a white, bold, italicized serif font, with a registered trademark symbol (®) to its right. A thick red swoosh underline is positioned below the text.

# *Trail's End*®

★ **DAN BEARD COUNCIL**

2024 Council Popcorn Rally Training

# Unit Commitment Tracker

**Register for the 2024 Popcorn Sale Today!**

Scan the QR code below, or visit:

<https://trails-end.com/unit-registration>



*\*Need to be committed to claim storefront shifts!*

# Coffee Sale Training



## Register for the 2024 Sale Training

- \*Sale refined
- \*Roasting a new flavor
- \*For a better brewing/sale experience

Visit to register for one of the  
three trainings:

<https://forms.office.com/r/cgcLDe9Jku>





# Powered by Popcorn



**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



# Powered by Popcorn

**Trail's End®**  
Scout Fundraising

**Over the past three years over  
\$1,500,000  
was returned to local units through  
popcorn!!!**





# Powered by Popcorn

## What Popcorn Paid for in 2023?

### Scouts earned over \$60,000 in various reward programs:

- Amazon Gift Cards
- Free camping experiences
- Exciting celebration events

### Units raised \$400,000 to pay for:

- Annual membership dues
- Camping gear
- High adventure camping
- Supplies to deliver excellent program opportunities

### Dan Beard Council raised \$390,000 to pay for:

- Camp property improvements
- Prizes to popcorn selling Scouts
- Fund Scouting Outreach efforts
- Opportunities for ALL youth to join Scouting
- Program materials needed for high quality activities
- Scholarships and Camperships
- Volunteer trainings

**70%**  
**BACK TO**  
**FUTURE LEADERS**

# 2023 Sale Recognition

## TOP SELLING UNITS

<b>TRAILBLAZER</b>	<b>PACK 3563</b>	<b>\$39,664.50</b>
<b>TRAILBLAZER</b>	<b>PACK 3702</b>	<b>\$35,026</b>
<b>FORT HAMILTON</b>	<b>PACK 3940</b>	<b>\$34,238.90</b>
<b>LITTLE MIAMI</b>	<b>PACK 3163</b>	<b>\$33,044</b>
<b>FORT HAMILTON</b>	<b>PACK 3941</b>	<b>\$32,509</b>
<b>LITTLE MIAMI</b>	<b>PACK 3020</b>	<b>\$30,923</b>
<b>EAST FORK</b>	<b>PACK 3477</b>	<b>\$30,287</b>
<b>FORT ANCIENT</b>	<b>PACK 3813</b>	<b>\$30,138</b>
<b>LITTLE MIAMI</b>	<b>PACK 3189</b>	<b>\$28,806</b>
<b>WHITEWATER TRAILS</b>	<b>PACK 3850</b>	<b>\$28,278</b>

# 2023 Sale Recognition

## TOP SELLING YOUTH

<b>FORT ANCIENT</b>	<b>ZACHARY K.</b>	<b>TROOP 0021</b>	<b>\$21,548</b>
<b>LITTLE MIAMI</b>	<b>JACOB B.</b>	<b>TROOP 0258</b>	<b>\$16,205</b>
<b>FORT HAMILTON</b>	<b>JACOB C.</b>	<b>PACK 3941</b>	<b>\$16,096</b>
<b>LITTLE MIAMI</b>	<b>IAN B.</b>	<b>PACK 3189</b>	<b>\$14,951</b>
<b>WHITEWATER TRAILS</b>	<b>WILL E.</b>	<b>TROOP 0044</b>	<b>\$12,825</b>
<b>TRAILBLAZER</b>	<b>JJ A.</b>	<b>PACK 3833</b>	<b>\$10,639</b>
<b>LITTLE MIAMI</b>	<b>OLIVIA W.</b>	<b>PACK 3001</b>	<b>\$7,638</b>
<b>TRAILBLAZER</b>	<b>LANDON R.</b>	<b>PACK 3702</b>	<b>\$7,438</b>
<b>LITTLE MIAMI</b>	<b>OWEN L.</b>	<b>PACK 3694</b>	<b>\$7,097</b>
<b>LITTLE MIAMI</b>	<b>MAX N.</b>	<b>TROOP 0258</b>	<b>\$6,558</b>
<b>WHITEWATER TRAILS</b>	<b>HAILEY R.</b>	<b>PACK 3850</b>	<b>\$6,226</b>
<b>FORT HAMILTON</b>	<b>NATE K.</b>	<b>PACK 3940</b>	<b>\$6,025</b>
<b>LITTLE MIAMI</b>	<b>LUKE B.</b>	<b>TROOP 0258</b>	<b>\$6,012</b>
<b>FORT HAMILTON</b>	<b>LUCAS C.</b>	<b>PACK 3919</b>	<b>\$5,982</b>
<b>LITTLE MIAMI</b>	<b>DOW M.</b>	<b>PACK 3050</b>	<b>\$5,976</b>

<b>WHITEWATER TRAILS</b>	<b>WILL H.</b>	<b>PACK 3626</b>	<b>\$5,963</b>
<b>FORT HAMILTON</b>	<b>RAYMOND W.</b>	<b>PACK 3509</b>	<b>\$5,928</b>
<b>FORT HAMILTON</b>	<b>COLTON I.</b>	<b>PACK 3935</b>	<b>\$5,484</b>
<b>EAST FORK</b>	<b>LOGAN C.</b>	<b>PACK 3676</b>	<b>\$5,303</b>
<b>LITTLE MIAMI</b>	<b>GRAYSON K.</b>	<b>PACK 3163</b>	<b>\$5,257</b>
<b>WHITEWATER TRAILS</b>	<b>RAYMOND A.</b>	<b>TROOP 0044</b>	<b>\$5,156</b>
<b>FORT ANCIENT</b>	<b>GAUTHAM T.</b>	<b>TROOP 0194</b>	<b>\$5,090</b>
<b>WHITEWATER TRAILS</b>	<b>MATTHEW M.</b>	<b>PACK 3850</b>	<b>\$5,022</b>
<b>TRAILBLAZER</b>	<b>ADAM N.</b>	<b>PACK 3395</b>	<b>\$5,004</b>
<b>TRAILBLAZER</b>	<b>CADEN W.</b>	<b>PACK 3032</b>	<b>\$4,626</b>



# 2023 Sale Review

## STOREFRONT & WAGON

- 94% of the traditional sale was logged in the technology.
- STOREFRONT were 62% of total sales.
- WAGON sales were 24%

## ONLINE SALE

- Online sales were 14% of total sales
- Average order value was \$63.91
- On average Scouts had \$192 in online sales
- DBC Scouts averaged \$992 in total sales when they sold APP & ONLINE

## OVERALL SALE

- Avg sale per Scout was \$700
- Scouts who sold just TRADITIONAL averaged \$580 sales
- \$186 ONLINE ONLY
- \$992 when doing both TRADITIONAL & ONLINE



# National Top Sellers

## 2023 TOP SELLING SCOUTS

COUNCIL	SCOUT	\$ SOLD
1. Michigan Crossroads	Mason S	\$107,368
2. Colonial Virginia	Evan R	\$66,024
3. Northern Star	Jonathan W	\$51,482
4. Middle Tennessee	Ira L	\$42,005
5. Atlanta Area	Jacob G	\$41,337
6. Greater Tampa Bay Area	Grayson v	\$40,081
7. Pathway to the Rockies	Aiden C	\$33,889
8. Mount Baker	Jacob L	\$33,758
9. Greater Tampa Bay Area	Christian P	\$32,421
10. Greater Yosemite	Skyler S	\$31,031
11. Mount Baker	Maximillian C	\$30,545
12. Atlanta Area	Daniel R	\$30,124
13. Las Vegas Area	Wyatt N	\$29,041
14. Heart Of America	Tanner G	\$26,209
15. Las Vegas Area	Jonathan F	\$25,727
16. Baltimore Area	Benjamin K	\$25,226
17. Northeast Illinois	Winston L	\$24,487
18. Daniel Webster	Parker M	\$24,059
19. Baltimore Area	Alana B	\$23,791
20. Northern Lights (ND)	Jude L	\$23,695

## 2023 TOP SELLING UNITS

COUNCIL	UNIT	\$ SOLD
1. Las Vegas Area	Pack 96	\$261,261
2. Middle Tennessee	Pack 0273	\$218,074
3. Greater Tampa Bay Area	Pack 313	\$190,889
4. Greater Yosemite	Pack 365	\$178,524
5. Northeast Georgia	Pack 62	\$172,825
6. Gulf Stream	Pack 125	\$137,814
7. Mount Baker	Pack 0021	\$133,619
8. Baltimore Area	Troop 238	\$130,889
9. Lake Erie	Pack 3303	\$125,645
10. Great Smoky Mountain	Pack 0346	\$116,796
11. Michigan Crossroads	Troop 1053	\$114,709
12. Northern Star	Troop 3477	\$106,833
13. Golden Empire	Pack 37	\$101,578
14. Silicon Valley Mont. Bay	Pack 415	\$99,398
15. Northeast Georgia	Pack 149	\$97,558
16. Northern Star	Troop 3506	\$95,382
17. Crossroads of America	Pack 0315	\$93,473
18. Occoneechee	Pack 391	\$92,935
19. Silicon Valley Mont. Bay	Troop 286	\$92,538
20. Northeast Illinois	Pack 189	\$92,310



# prepare

pre·pare

prepared; preparing

transitive verb

to make ready beforehand for some purpose,  
use, or activity





# Ideal Year of Scouting

## Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Add a new trip or campout for excitement.

## Budget

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

## Calendar

- Provide a monthly calendar of activities so parents can add dates to their family calendars.

## Set Goals

- Total Program Costs ÷ Unit Commission = Unit Sales Goal.
- Divide Unit goal by # of Scouts to get Scout goals.

## Raise the Money

- Hold “High Energy” Kickoff
- Commit to achieving the Unit’s goal.
- Less time fundraising = more time Scouting!

## Enjoy the Year!





# Unit Kickoff

## Make it Fun

- Build excitement with food, games, and prizes

## Set Goals

- Review your program calendar and unit sales goal
- Help Scouts set individual goals

## Trail's End APP

- Scouts who sold before will use the same account
- New Scouts will set up an account
- Each Scout needs their own account

## Talk About Prizes

- Trail's End Rewards
- Council Incentives
- Unit Incentives

## Training

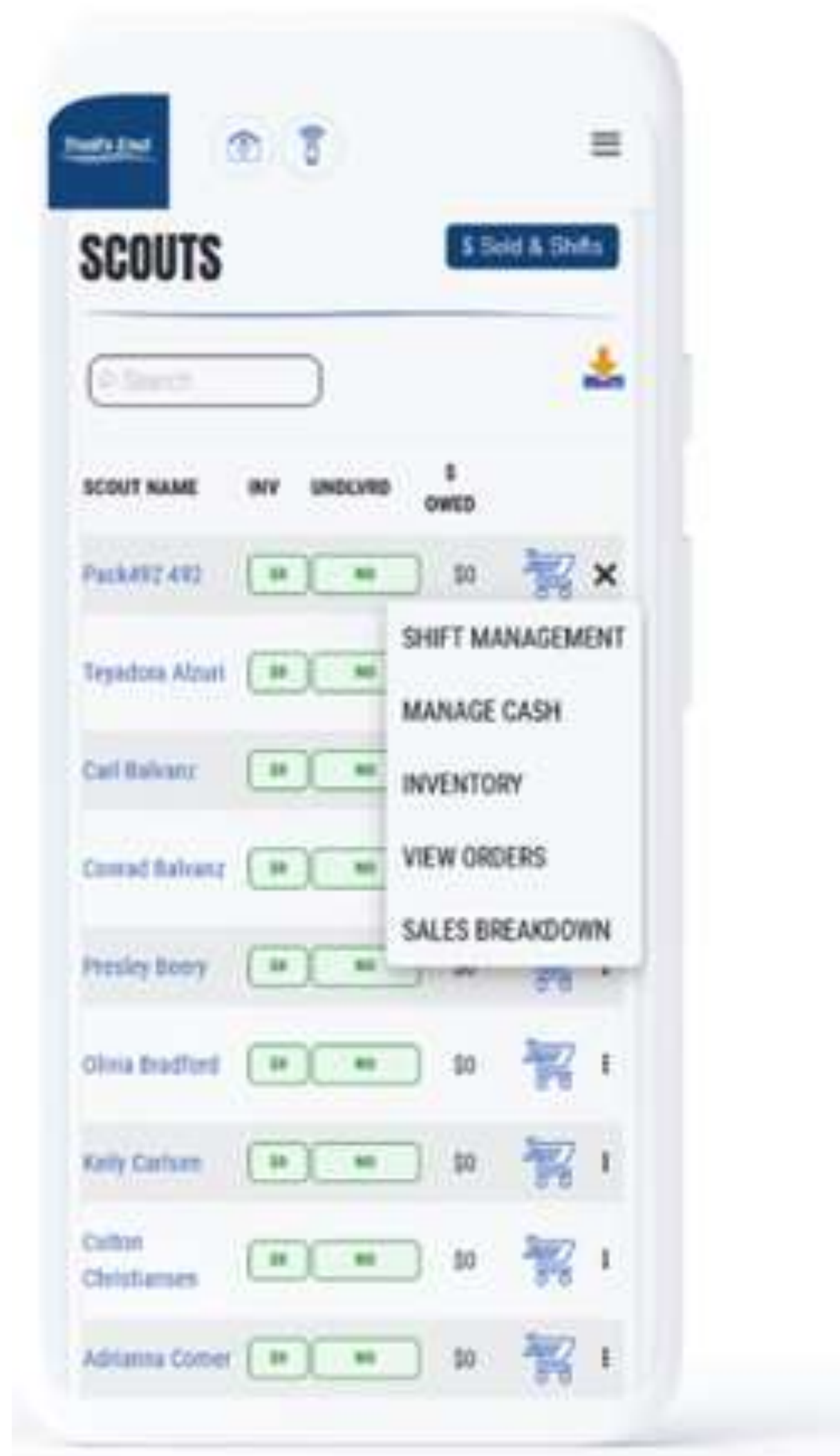
- Role play to train kids how to sell
- Direct Scouts/families to the training resources in the APP
- Review key dates

## Enjoy the Year!





# 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.



# Leader Training

## Videos

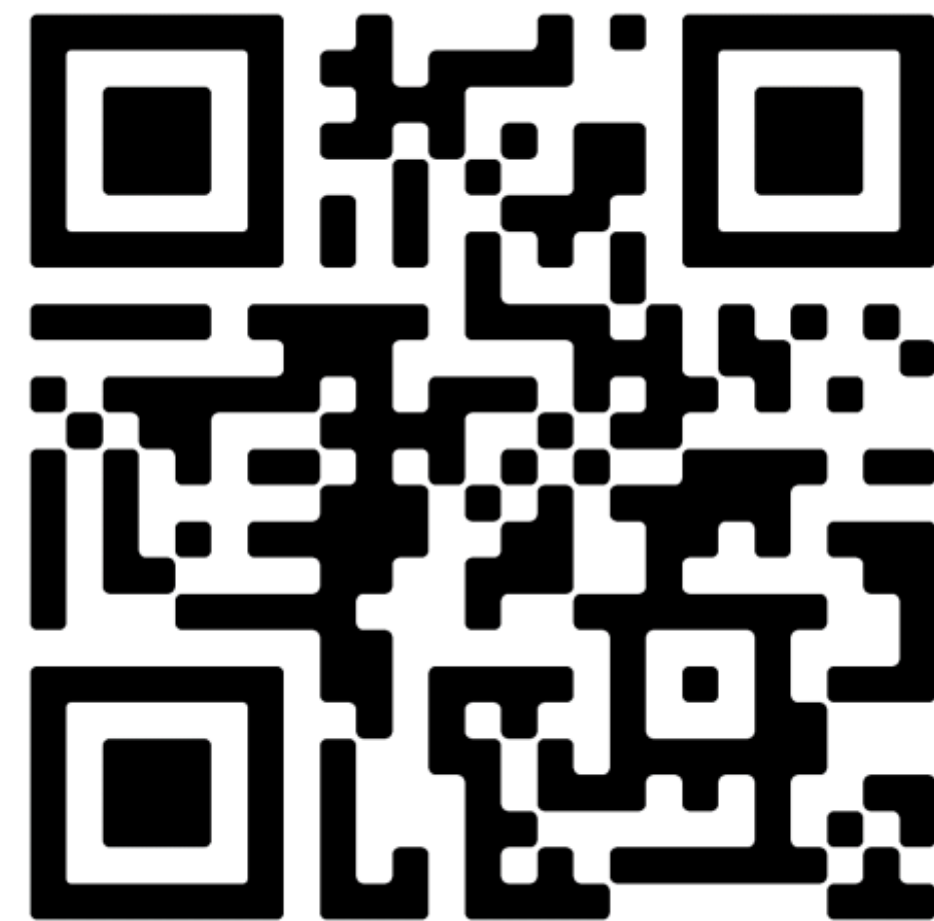
Leader Portal - Training page

### 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





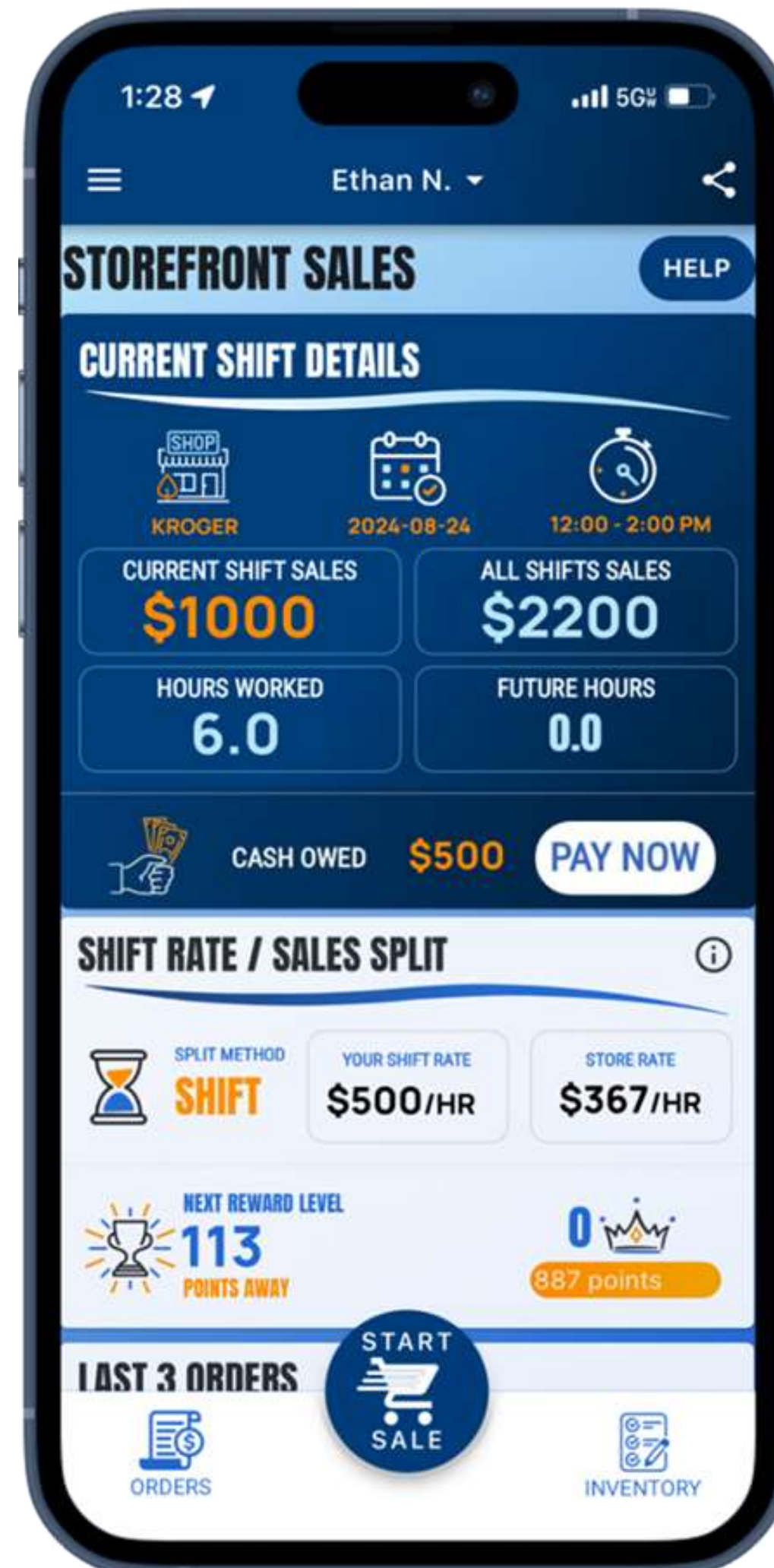
# Trail's End App

## Save Time Managing Your Sale!

### Scouts use the App 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
- Access to Scout-focused training videos

**Free Credit Card Processing**  
Powered by Square | Paid by Trail's End



## Available in Apple and Google Play Stores

### New Scouts

Use the 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



Scouts accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.



# Scout Rewards

**Trail's End**<sup>®</sup>

Scout Fundraising

## EARN POINTS

### App Credit/Debit Card & Online

**1.25 pts per \$1 sold**

Trail's End pays all transaction fees!

### Cash

**1 pt per \$1 sold**

### Cash to Credit™ (NEW)

**Turn 1 pt for each (cash) dollar collected into 1.25 pts** by using your card and keeping the cash

## Bonuses

- **Sell \$500/hour per Scout** for any 2 hour storefront shift or longer (July 1 – Dec 15) and earn 0.5 bonus points per \$1 sold. To qualify, Unit must select the “One Scout and their parent per shift” split method.
- **Sell \$250+ online** (July 1 – Aug 31) and earn 100 bonus points.

POINTS	GIFT CARD
17,500+	10% of Points
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



# Storefront Settings & Reservations

The **BEST, Most Fair & Highest Selling** split is One Scout and their Parent

## Default Settings

- Before reserving, set your split method.
- **One Scout and their Parent is the BEST split!**
  - Scouts are credited for each sale they record.
  - Safest and Scout sales won't go down like other splits.
  - Scouts sell \$244 more than other splits.
  - Units raise \$50 more per hour per Scout.
  - Allows for more Scouts to divide and conquer
- 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



# Trail's End Booked Storefronts

*Trail's End*<sup>®</sup>  
Scout Fundraising

Over 15,000 hours booked by Trail's End



And loads of local favorites unique for each District!!!!



# Storefront Settings & Reservations

*Trail's End*<sup>®</sup>  
Scout Fundraising

**ARE YOU  
READY FOR  
THIS???!!!!!**



Storefront Settings & Reservations

*Trail's End*<sup>®</sup>  
Scout Fundraising

**Kroger**<sup>®</sup>

**STOREFRONTS  
ARE BACK!!!!!!**



# Kroger Storefront

## Details

- 2 Weekends
- Thursday, October 3<sup>rd</sup> – Sunday, October 6<sup>th</sup>
- Thursday, October 10<sup>th</sup> – Sunday, October 13<sup>th</sup>

## Thursday & Friday Shifts

- 4:00PM – 8:00PM

## Saturday & Sunday Shifts

- 8:00AM-8:00PM (each day broken into two 6-hour blocks to claim)

**MAKE SURE YOUR UNIT  
IS COMMITTED SO THAT YOU CAN  
CLAIM THESE SHIFTS!!!**



# sell

sell

sold; selling

transitive verb

to give up (property) to another for something of value (such as money)





# 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

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





Powered by Popcorn

*Trail's End*<sup>®</sup>  
Scout Fundraising

**NO MATTER THE SALE METHOD**

**WE ARE SELLING ADVENTURE  
& PROGRAM**

**NOT JUST POPCORN**



# Scout Pitch

“Hi, my name is \_\_\_\_\_ and I’m earning my way  
(first name only!)  
to \_\_\_\_\_! Can I count on your support?  
(goal for your funds)



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!

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



# Storefront Best Practices

## One Scout and their Parent - Making \$500/hour a Reality!

### Prep

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

### Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- 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 everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.



# Credit Card

## Credit is Best for Scouts

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



**NEW**

## Cash to Credit

Convert cash recorded in App.

Rewards: Turn 1 pt for each (cash) dollar collected into 1.25 pts

### Parents

- Use their card and keep the cash.
- Available at end of shift (up to 30 minutes after).
- Scouts on that shift earn more Rewards.

### Leaders

- Use their card and keep the cash.
- Available after shift until 2:59am ET.
- Scouts on shifts that day earn more Rewards.



# Products



\$25



\$25



\$25



\$20



\$17



\$15



\$30

Available for Storefront mid-sale

**NEW  
PROCESS**

## 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.



# 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 online.

## Customize Page

- Upload a profile picture.
- Write a description - "Tell your customers why they should support Scout fundraising."
- Select your favorite product.

## Share

- Share your online fundraising page link with family and friends!
- Use the App to post on social, send emails and texts & generate a QR code.
- Follow-up with customers who have not bought.





# Online Best Practices – Sell Your Page

Last chance for popcorn take orders- they are due on Wednesday. The kids are almost to their goal! Leave a comment or message me if you'd like to place an order!



**70% BACK TO FUTURE LEADERS**

**CHOCOLATEY PRETZELS** \$30

**UNBELIEVABLE BUTTER MICROWAVE POPCORN** \$25

**IMPROVED FLAVOR! WHITE CHEDDAR POPCORN** \$20

**POPPING CORN** \$17

**SWEET & SALTY KETTLE CORN** \$15

**SHOW YOUR SUPPORT WITH A DONATION TO HEROES AND HELPERS!**  
Your donation supports future leaders and delivers tasty treats to troops, at-home or overseas, military families, veterans, first responders, local food banks, and charitable organizations nationwide!  
Donation Levels: \$50 \$30 \$15  
For details, visit [trailsend.com](#)

**NEW! 28PK SNACK PACK SEA SALT POPCORN** \$50

**NEW! S'MORES POPCORN** \$25

**SALTED CARAMEL CORN** \$25

**MORE PRODUCTS AVAILABLE THROUGH ONLINE DIRECT**  
[trailsend.com](#)

**ALLERGEN &**





# wrap up

wrap·up

wrapped up; wrapping up; wraps up

transitive verb

to bring to a successful conclusion





# ORDERING POPCORN



**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.*



## Place Final Order

- Collect undelivered orders from Scouts.
- Go to “Popcorn Orders” page in Leader Portal.
- The system will highlight shortages using App sales and previous Unit orders.

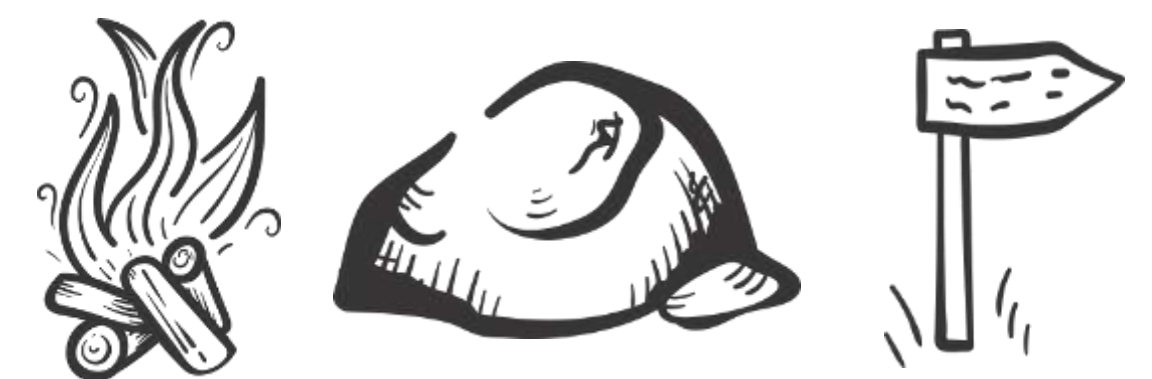


## Submit Rewards

- Submit Unit’s Rewards order when ready.
- Amazon eGift Cards will release 5 days later for Scouts to claim in App.
- Submit again for Scouts that sell more and earn a bigger eGift Card.

## Request Unit Payout

- Go to Account Summary page in Leader Portal.
- Ensure Unit Invoice is paid.
- How to request payout:
  - Enter the Unit’s bank account on Unit Info page.
  - Click Request Payout.





# Dan Beard Council Sale Details

## Dates

- Storefront Signups Start – July 20
- Initial Order Due – August 12
- Popcorn Festival – August 24
- Popcorn Pickup – August 30
- Warehouse Days – September 5/6
- Warehouse Days – September 12/13
- Warehouse Days – September 19/20
- Warehouse Days – September 26/27
- Warehouse Days – October 3/4
- Warehouse Days – October 10/11
- Return Day – October 19
- Final Order Due – October 21
- Final Order Pickup – November 8
- Final Payments Due – December 2

## Commission

### Base (Storefront & Wagon)

- 29% of total sales

### Bonus

- +3% for Attending Council Popcorn Kickoff

### Sale Thresholds (not cumulative)

- +2% for \$20,000 – \$29,999 in total sales
- +3% for \$30,000 – \$44,999 in total sales
- +4% for \$45,000+ in total sales

### Online

- Base 32%

## Initial & Final Order Pickup Locations

### Cincinnati (West Chester)

- 9696 International Boulevard

### Kentucky (Hebron)

- 1985 International Way

### East Side (Batavia)

- 1135 Old State Rte 74

## Replenishments

### Cincinnati (West Chester) [Thursdays]

- 9696 International Boulevard

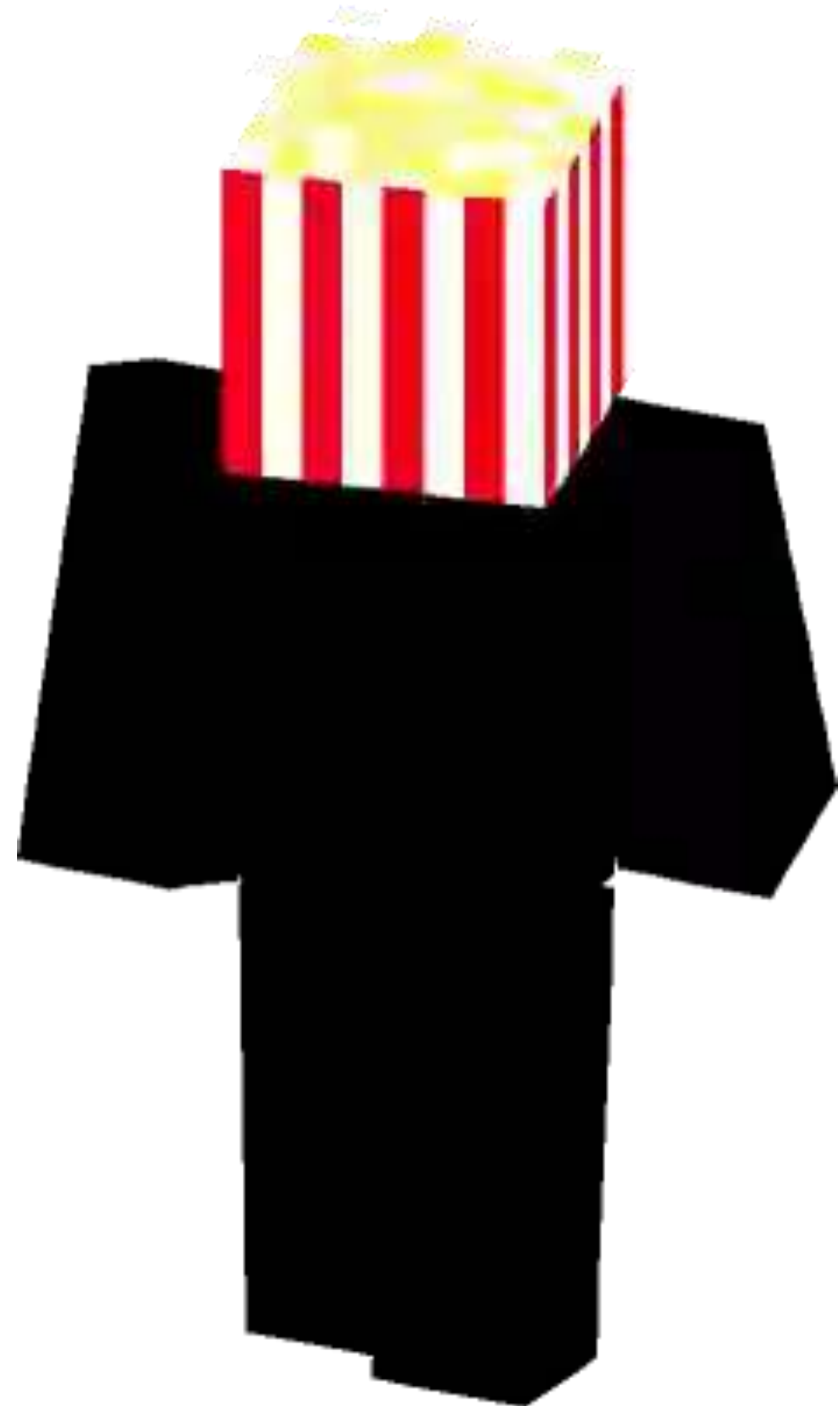
### Kentucky (Hebron) [Fridays]

- 1985 International Way



# 2024 Sale Theme

*Trail's End*<sup>®</sup>  
Scout Fundraising



Build Your  
Future  
with  
Popcorn



# Dan Beard Council Scout Rewards

**Trail's End**<sup>®</sup>  
Scout Fundraising

## Council Reward Tiers

### **Log 1 sale into the Trail's End app**

- 2024 themed popcorn patch

### **75 Bonus Rewards points for 2 online sale (min \$60 order on each)**

### **50 State Challenge**

- First 5 Scouts to show proof of making at least 1 sale in all 50 states earns \$100 gift card of their choice!!!

### **1,000 Point SLUSHIE CLUB**

- Extra special Slushie cup to be used at DBC summer camp for 1 free slushie each day

### **1,750 Point Fun VIP EVENT CLUB**

- Eligible to attend our Top Seller Gaming Experience. Historically has been at Dave & Busters. Entails meal for qualifying Scout and \$20 gaming card.

### **3,500 Point ELITE CLUB**

- Eligible for either a free trip to choice to DBC Day Camp, Resident Camp (Cub or Scouts BSA) or a \$75 Amazon Gift Card

### **Top 25 Selling Scouts**

- Invited to a special reception and recognition dinner and fun event. Gets sneak peaks into next year's sale.



# 50 State Sale Challenge

- **Facebook is a powerful tool to use for this event**
- **Most parents have Facebook**
- **Make a 30 second video**
- **Link to the kid's page on Trail's End system**
- **Everyone has a network of friends to utilize for this project**
- **Enlist customers to help in sharing your Scout's Story**
- **Every other day updates are necessary to keep it in front of folks**
- **Very little time commitment to make this happen**
- **Videos are powerful and needed!**
  - Shoot with smartphone and upload
- **Location for Map: [https://www.amcharts.com/visited\\_states/](https://www.amcharts.com/visited_states/)**
- **Also great to use for a full pack competition or den competition against others**
- **Don't underestimate the reach of social media!**

Today was an amazing day spent out at the beautiful Naish Scout Reservation for our STEM Discovery Day, filled with Robots, Rockets, Homemade Flashlights, 3D Printing, Laser Carving and of course the all encompassing Bows & Arrows! Activities like this is why I'm involved with Scouting for Sara and Ryan and other kids by working for the BSA. It was such a fun filled day!

We are still blown away and humbled by the support we have received from everyone on our 50 State Chall... See More

*Sara & Ryan's 50 State Challenge!*  
*49 of 50 States Achieved*  
*Saturday, August 22, 2020 – SO CLOSE Edition!*





# UNIT PRODUCT TRANSFERS

**Popcorn transfers are when one Unit transfers their product to another unit who is willing to accept that product**

**You need to submit your transfer online from your leader dashboard on the popcorn system**

**The receiving Unit then needs to accept the the transfer in their popcorn system**

**Look for scheduled transfer days by Dan Beard Council**

**\*Note that you do not need to wait for these days to make transfers**



# POPCORN RETURNS – DUE OCT 21

## Reminders:

- **FREE** returns on popcorn up to 10% of the cost of your Initial Order
- Only full cases of like product accepted
- No returns on chocolate products (Chocolate Pretzels)
- No returns on damaged products

## Restocking Fee:

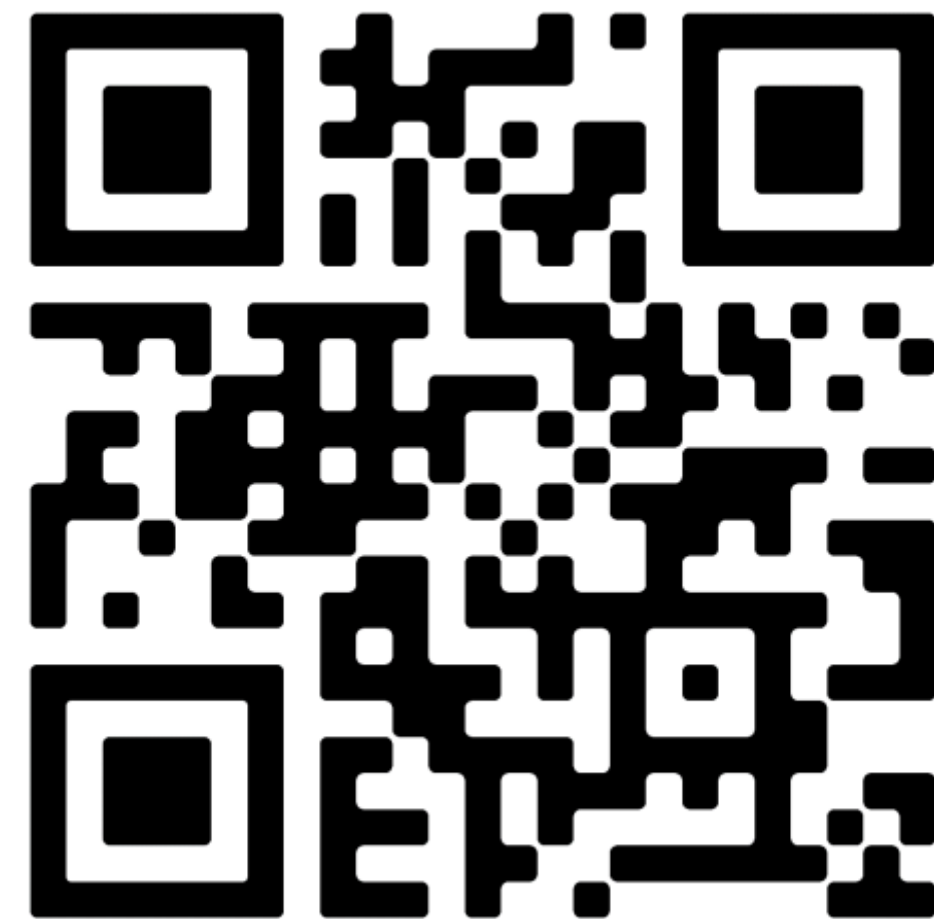
- After the 10% free allowance, there is a 10% restocking fee based on the cost of the remaining product (Dan Beard Council still absorbs the other 90%).



# 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

Council Staff Advisor  
Matthew Lanouette

- Matthew.Lanouette@scouting.org
- 513-577-7696

Popcorn Page:

<https://danbeard.org/resources/popcorn/>



# 2024 Unit Kernel Resources

## Need More Items In Your Resouce Kit?

- Digital copies available to print at:  
<https://danbeard.org/resources/popcorn/>
- Email [Matthew.Lanouette@scouting.org](mailto:Matthew.Lanouette@scouting.org) to request additional printings of any items in your resource packet



# 2024 Popcorn Festival

*Trail's End*<sup>®</sup>  
Scout Fundraising

## Popcorn Festival at **Cincinnati Zoo**

**Date:** Saturday, August 24, 2024 | 10:00am - 2:00pm

Get your Scouts excited about popcorn at the Popcorn Festival. Fun stations and activities to train your Scouts. Prizes and fun while learning about popcorn. Come and go as you please.

**FREE** for Popcorn Sellers and 1 accompanying adult  
Additional tickets available for purchase. RSVP's Required



# Coffee Sale Training



## Register for the 2024 Sale Training

- \*Sale refined
- \*Roasting a new flavor
- \*For a better brewing/sale experience

Visit to register for one of the  
three trainings:

<https://forms.office.com/r/cgcLDe9Jku>





# Unit Commitment Tracker

**Register for the 2024 Popcorn Sale Today!**

Scan the QR code below, or visit:

<https://trails-end.com/unit-registration>



*\*Need to be committed to claim storefront shifts!*



**Thank You!**