

**The Best Fundraiser. 30 Years in Development.**

Trail's End features several key services and products:

- Online Selling:** Represented by a shopping cart icon.
- Healthiest Products:** A green box with the text "Better flavor. Better for you. Big brains 1&A".
- Poppcorn For Our Troops:** A circular icon with an American flag and a person.
- Market Research:** Represented by a bar chart icon.
- Rewards Program:** Represented by a credit card icon with "amazon.com" and "Midwest" text.
- Highest Return to Scouting:** A circular icon with "Over 70% goes to local SCOUTING".
- Program Support:** A square icon with "COUNCIL UNIT" and upward arrows.
- Online Sale Management:** Represented by a circular icon with the "trails-end" logo.

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**TOP SELLERS IN THE NATION**

**FACE-TO-FACE**  
**Micah Bandy**  
 Jacksonville, FL  
**\$30,008**

**ONLINE**  
**Nick Oliva**  
 Highland Park, IL  
**\$8,382**

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**Agenda**

- Growing your Sale
- 2011 Products & Packaging
- Sale specifics

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## Growing Your Sale

1. Build your **Awareness**
2. Build your **Program and Sale Plans**
  - Program: Activity Plan / Budget / Goal-Setting
  - Sale Plan: Goals for take order, show & sell, online and military donations
3. **Motivate** your Scouts with incentives
4. **Communicate** throughout the sale
5. **Execute** Your Plan



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## Build Your Awareness

### 1. LaSalle Council Fall Sale Guide

- Commission structure
- Dates
- Contacts



### 2. Popcorn Sale Guidebook

- 2011 Program detail
- Trails-end.com
- Available tools

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## Build Your Awareness

### 3. Trails-end.com

- Sell Online
- Virtual Sale Planner
- Email Library
- Training Videos
- Online Sale Management
- Promotional Images



### 4. Popcorn Sale Kit

- Guidebook, training DVD, military receipts, posters
- \$600 Club - Zyclone

**Take 30-45 minutes to review these items.  
Your awareness is vital to your unit's success!**

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## Virtual Sale Planner

- 1. Plan your program**
  - Download and customize the Program Planner spreadsheet
  - Determine all costs, and set unit and Scout goals
- 2. Finalize unit incentives**
  - Offer exciting incentives to motivate Scouts
  - Download and customize the Scout Incentive document
- 3. Build your best popcorn kickoff ever**
  - Refer to pages 10-11 in the Popcorn Sale Guidebook
  - Download and customize the Kickoff Presentation
- 4. Communicate effectively with Scouts and parents**
  - Use the Trail's End Email Library on [leaders.trails-end.com](http://leaders.trails-end.com)
  - Download and customize the Parent Handout document
- 5. Achieve your sales goal!**




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## Build Your Program Plan

**Trail's End**  
*The 300,000+ Best Activities*

### 2011-2012 Program Plan

1. Enter all your 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
<b>Total Cost</b>	\$0.00	<b>Total Cost</b>	\$0.00	<b>Total Cost</b>	\$0.00

December		January		February	
Activities	Cost	Activities	Cost	Activities	Cost
<b>Total Cost</b>	\$0.00	<b>Total Cost</b>	\$0.00	<b>Total Cost</b>	\$0.00

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## Build Your Program Plan

March		April		May	
Activities	Cost	Activities	Cost	Activities	Cost
Blue & Gold	\$500.00	Campout	\$300.00	Memorial Day Parade	\$150.00
<b>Total Cost</b>	\$500.00	<b>Total Cost</b>	\$300.00	<b>Total Cost</b>	\$150.00

June		July		August	
Activities	Cost	Activities	Cost	Activities	Cost
Graduation Camping	\$500.00	Camp	\$500.00	Swim Party	\$100.00
<b>Total Cost</b>	\$500.00	<b>Total Cost</b>	\$500.00	<b>Total Cost</b>	\$100.00

\$10	Registration & Insurance	<b>Total Activity Cost &amp; Expenses</b>	\$3,650
\$10	Boy's Life	<b>Other Unit Expenses</b>	\$500
\$10	Uniform	<b>Unit Sales Goal</b>	\$13,833
\$10	Advancements	<b>Scout Sales Goal</b>	\$ 345.83
\$1,600	<b>Total Expenses</b>	<b>Unit Commission</b>	\$4,150.00

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## Setting The Goal

Only **44%** of parents said their son set a sales goal

Scouts who set goals average **\$626** in sales.

Scouts with no goal average **\$304** in sales.

**Units that set sales goals sell twice as much as units without goals.**

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## Build Your Sales Plan

Determine how much do you need to sell through each method to achieve your goal:

- Take order = ?
- Show & sell = ?
- Online = ?
- Military donations = ?




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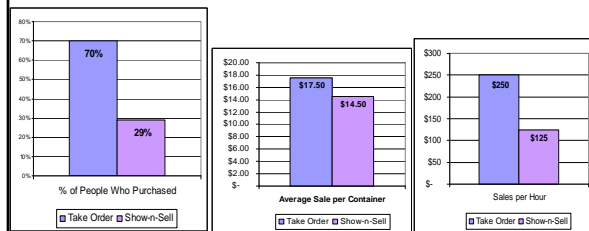
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## Which Method Is Best?

Take Order vs. Show & Sell



More consumers say "yes"

Higher \$ per container

More sales per hour

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## Popcorn For Our Troops

Trail's End sends popcorn to the men and women serving our country throughout the world.



### Since the program began in 2007:

- More than **1.2 million** military donations have been purchased
- Consumers have spent over **\$32 million** in military donations
- Over **\$22 million** has been returned to Scouting

### In 2010 this program had over **17% growth**:

- More than **380,000** military donations were purchased
- Consumers spent over **\$11.3 million** in military donations
- Over **\$7.9 million** was returned to Scouting

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## Online Selling

Online selling allows Scouts to sell to faraway friends and family.  
**70%** of every purchase goes to the Scout's unit and council in his name.

### Why sell online?

- **No deliveries!** Trail's End ships the product directly to the consumer.
- **Drives incremental revenue.**
- **It's easy!** Scouts create their own accounts on [scouts.trails-end.com](http://scouts.trails-end.com).
- All online sales starting **Aug. 1** through your **Oct. 29** sale end date count toward Scout Rewards.
- **Diverse national product line**, different from your paper order form.



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## Online Selling Facts

- **55,831** Scouts sold online in 2010.
- **61%** of Scouts surveyed said the **majority** of their online sales came from outside their home state.\*
- The average consumer order on [trails-end.com](http://trails-end.com) is **\$48**. (excluding S&H)
- The **top online-selling Scout** in 2010 was Nicholas O. from Troop 64 in Highland Park, IL. Nicholas sold **\$8,382** online.



\*December 2010, Trails-End.com Scout Survey

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## Online Selling

1. Promote online selling at your Popcorn Kickoff
2. Get 100% of your Scouts to register at [scouts.trails-end.com](http://scouts.trails-end.com)
3. Promote online selling throughout the sale
4. Offer incentives for online selling




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## Credit Card Payments

Accepting credit card payments helps you **overcome "no cash" objections** and **increases your revenue**.

	Show & Sell	Take Order
Cash	\$15.95	\$19.04
Avg. Commission	\$5.58	\$6.67
<b>Credit Card</b>	<b>\$21.67</b>	<b>\$21.05</b>
Avg. Commission (incl. 2.75% transaction fee)	\$6.98	\$6.78

You must have chartered organization approval if tied into a unit's account.

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## SQUAREUP.COM

- Free app and card reader
- Daily deposit to bank account
- 2.75% transaction fee



Pricing as of August 2011. Check websites for latest pricing.

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## Motivate your Scouts

1. Trail's End National Rewards
2. Scout Rewards
3. Council Incentives
4. Unit-Level Incentives




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## Trail's End National Rewards

**Funded by Trail's End**

Online sales count toward national rewards!

**\$100 Military Club:**

Earn a commemorative patch



**\$600 Club:**

Earn a Zyclone and a patch



**\$1,500 Club:**

Earn a **BONUS** \$50 Walmart or Amazon.com gift card

**College Scholarship:**

Sell \$2,500 once and **6%** of your total sales **each year** is invested in your own college scholarship account

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## 2011 Scout Rewards

Scouts earn gift cards when they sell Trail's End. Gift cards allow Scouts to get what they want, when they want it. **Online sales count toward Scout Rewards!**

Sell	Reward
One Item	Program Patch or Pin
\$250	<b>\$10</b> Gift Card
\$350	<b>\$15</b> Gift Card
\$450	<b>\$20</b> Gift Card
\$650	<b>\$30</b> Gift Card
\$850	<b>\$40</b> Gift Card
\$1,100	<b>\$55</b> Gift Card
\$1,300	<b>\$75</b> Gift Card
\$1,800	<b>\$110</b> Gift Card
\$2,300	<b>\$150</b> Gift Card



OR




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## Council Incentives

**\$1,000 Club:** The first 60 registered youth who reach \$1,000 in sales will receive an invitation and 2 tickets to a special Notre Dame sporting event and Stadium Tour. For this special award, the leader must submit completed \$1,000 Club form verifying each Scout who sells \$1,000.

**\$1,250 Club:** The first 40 registered youth who reach \$1,250 in sales will receive a custom designed LaSalle Council \$1,250 seller jacket patch (also submitted on the \$1,000 Club form).



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## Unit-Level Incentives

- Build on the Trail's End Rewards Levels (i.e. \$600 Club)
- Offer a pie in the face
- Top seller incentives
- Incentives for getting registered and selling online
- Pizza party for the top-selling den / patrol



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## Communicate

- Get the parents / committee on board using all of your available tools - guidebook, program planner, popcorn sale kit, kickoff presentation
- Put on an exciting and informative Popcorn Kickoff
- Keep the momentum going by communicating to and motivating your Scouts throughout the sale



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## Popcorn Kickoff

- Have a **30-minute** fun-filled Popcorn Kickoff:
  - Present your activity plan to give families a reason to sell
  - Have door prizes and games
  - Show all the incentives Scouts can earn – use the Zyclone!
  - Role play with your Scouts so they're ready to sell
- Refer to pages **10-11** in the Popcorn Sale Guidebook
- Customize the **Kickoff Presentation** in the Virtual Sale Planner
- Watch the **training videos** at trails-end.com for ideas
- **Invest** a little in your kickoff to reap huge rewards with your sale!




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## Email Library

Use the Trail's End Email Library to communicate often with Scout families.



- Several templates to choose from
- Send to hundreds of email addresses at one time
- Many templates are customizable
- Kickoff invitation, \$600 Club promotion, online selling and much more!

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2011  
PROGRAM

Over 70% goes to local Scouting

- Product Line Improvements
- Packaging Enhancement

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## Trail's End Commitment

- Increase your return to Scouting
- **Enhance Scout Packaging** – help build your brand by increasing the awareness of Scouting on all packaging
- Help you raise more money in less time

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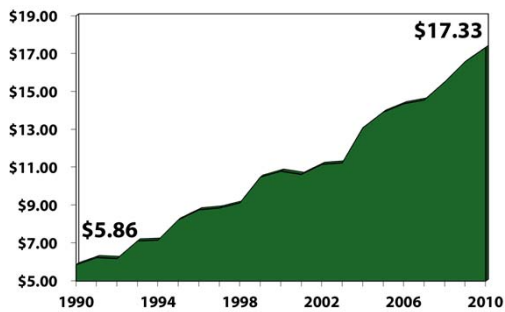
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## Average Price Per Container

Consumers have continued to increase their support of Scouting for over 20 years.




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## More Awareness of Scouting



- New and improved packaging is **entirely dedicated** to promoting Scouting
- The Scouting message reaches **11 million** consumer households across the country each year
- In 2010, **73%** of parents and leaders said Trail's End products were **easier to sell** or the same as 2009.\*



\* 2010 Trail's End Survey

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## Sweet & Savory Collection



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## NEW 18-pack Kettle Corn



Consumers spent an average of **\$18.73** vs. **\$17.79** per microwave carton

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## Popcorn For Our Troops

Popcorn For Our Troops allows people to purchase popcorn for the men and women serving our country and support Scouting at the same time.

**\$30**  
**Military**  
**Donation**



**\$50**  
**Military**  
**Donation**

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## Chocolate Lovers

**Not sustainable** and did not provide a high enough return to Scouting.

The two most popular products will be offered as stand-alone items:



**White Chocolatey Pretzels**



**Chocolatey Triple Delight**

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## 2011 Product Line

- \$50 Military Donation
- \$30 Military Donation
- \$40 Sweet & Savory
- \$30 Cheese Lovers
- \$25 White Chocolatey Pretzels
- \$20 18-Pack Kettle Corn
- \$18 18-Pack Unbelievable Butter
- \$18 18-Pack Butter Light
- \$20 Chocolatey Triple Delight
- \$20 Caramel Corn with Almonds, Cashews & Pecans
- \$18 Butter Toffee Caramel Corn
- \$10 Small Caramel Corn
- \$10 Popping Corn

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## Commission Structure

**Base Commission**  
30%

**Scout Rewards**  
6%

**Bonus Commission**  
5% - If your Unit achieves an **average sale of \$600 per registered youth** (as of 10/31 membership – including all new youth from Fall Roundup)\*

**Total Possible Commission with Bonus**  
41%

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## Key Dates

**Aug 31** - Show & Sell Orders Due (*please consider submitting this online*)

**Sept 16** - Show & Sell popcorn distribution

**Oct 29** - Popcorn Super Saturday

- Unsold Show & Sell popcorn must be returned
- Super Saturday Settlement-Order Fall 2011
- Unit Scout Rewards Form (*please consider submitting online*)
- Show & Sell settlement money due (*Payment must be made in the form of one unit check, no credit cards.*)

**NO POPCORN MAY BE RETURNED AFTER OCTOBER 29**

*Exceptions will not be made, as we cannot adjust our order with Trail's-End once it is placed.*

**Nov 18** - Take order popcorn distribution

**Nov 31** - Deadline for late or additional Scout Rewards orders  
(*After this date, the unit is responsible for paying for these orders*)

**Dec 8 or 13** - ALL popcorn money due for 30% commission

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## Thank You!

Questions or Comments?



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