

A group of children are gathered outdoors, looking at something on the ground. One child is using a magnifying glass. The scene is dimly lit, suggesting a forest or shaded area. A vertical red line is on the left side of the image.

2022 POPCORN KICKOFF!

SOUTHWEST FLORIDA COUNCIL
FORT MYERS
FLORIDA

Text **APP** to **62771** NOW!!!!!!

Trail's End



**Become
Decisions Makers**



**Learn Money
Management**



**Become
Goal Setters**



**Develop
Business Ethics**



**Become Future
Entrepreneurs**



**Learn People
Skills**

WHY POPCORN?

FUNDRAISING WITH POPCORN HELPS YOU

BENEFITS:

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon.com Gift Cards
 - Millions of prize choices.
 - Buy prizes you want.
- SWFL Council Prize Program
 - Awesome Top Seller Day Feb 25th!
 - Patches
 - Theme Park Tickets

LEARNING EXPERIENCE:

- How to help others around them.
- Public speaking and math skills.
- Salesmanship and perseverance.
- How to earn their own way.
- The value of hard work.
- To be part of something bigger.

Why Popcorn? Benefits our scouts!

Trail's End

Camp Improvement/Construction in Progress Photos



Photos showing progress of the NEW Camp Flying Eagle Archery Range Building



Photos showing the NEW Camp Flying Eagle Canoe/Kayak Launch Entrance Area



Photos of the completed Bridge, Kayak Racks, Boat Dock and Lifeguard Tower on the Camp Miles Adventure Island

FUNDING YOUR ADVENTURE!

- Trail's End Rewards
- Camp Fees
- Youth Leadership Training (such as Rayado & NYLT)
- National Jamboree
- Uniforms
- Patches & Awards
- Annual Dues
- Pinewood Derby
- Blue & Gold

- Unit Adventures
- Campouts
- Unit Supplies
- Unit Equipment
- Camp Upkeep

The popcorn fundraiser has also helped to fund Eagle and other service projects in the community!

[#PoweredByPopcorn](#)

Why Popcorn? 2022 Unit Recognition *Trail's End*

2023 FREE CLOTH ADVANCEMENT RECOGNITION

2023 “HONOR” UNIT FREE UNIT COUNCIL CAMPING RECOGNITION

2023 FAMILY F.O.S., 2023 Camp Card & 2022 FALL ANNUAL POPCORN SALE

The primary financial support to operate our seven-county council comes from self-generated sources (over 93%) such as the *Annual Friends of Scouting (FOS) Community & Family Campaigns*, special events/activities, *annual popcorn sale*, *annual camp card sale*, and other council revenue sources. These funds provide critical program support services for our units, 2,175 adult volunteers, year-round operation of the Price- Sanders Scout Reservation—Camp Miles, Camp Flying Eagle, council service center and many other vital support services that enables Scouting to operate in our community. Yes, it costs parents to be in Scouting, *but above and beyond this expense*, it costs the SWFL Council around \$285 per Scout, which adds up to a lot when you think of the thousands of youth in Scouting across the Southwest Florida region. Supporting the Annual Family FOS, Popcorn & Camp Card Sale effort enables the mission of Scouting to be delivered through quality programs and camp facilities to all Scouting families. **Without this support, Scouting would cost significantly more for all participants.**

2021 Review - Top Units



UNIT	SHOW-N-SELL	ONLINE	TAKE ORDER	TOTAL SALES
1. Two Rivers Pack 26	\$19,350.00	\$3,689.27	\$7,898.00	\$30,937.27
2. Panther Pack 3300	\$10,005.00	\$13,545.48	\$7,545.00	\$30,210.48
3. Alligator Pack 243	\$10,440.00	\$2,400.42	\$3,897.00	\$16,737.42
4. Manatee Pack 125	\$4,440.00	\$6,418.48	\$1,098.00	\$11,956.48
5. Two Rivers Pack 13	\$10,080.00	\$1,254.68	\$0.00	\$11,334.68
6. Panther Pack 761	\$6,555.00	\$1,694.55	\$1,765.00	\$10,014.55
7. Alligator Pack 226	\$7,140.00	\$2,299.48	\$40.00	\$9,479.48
8. Manatee Troop 191	\$2,400.00	\$3,223.94	\$3,455.00	\$9,078.94
9. Panther Pack 18	\$3,060.00	\$2,529.52	\$3,000.00	\$8,589.52
10. Two Rivers Pack 77	\$5,800	\$698.50	\$1,653.00	\$8,151.50

2021 Review - Top Sellers



1. Samuel Arthur	Pack 243	\$10,510.50
2. Isaiah Hartsell	Pack 26	\$8,060.52
3. Dominic Parla	Pack 26	\$6,569.69
4. Jace Walsh	Pack 210	\$5,878.80
5. Evan Fulton	Pack 1226	\$3,245.00
6. John Cvanciger	Lone Scout	\$3,245.00
7. Wyatt Schelm	Pack 18	\$3,001.94
8. Ryan Berkey	Pack 3300	\$2,642.00
9. Carter Stanislaus	Pack 3300	\$2,554.00
10. Elijah Jourdan	Pack 26	\$2,520.32
11. L.T. Rice	Troop 52	\$2,469.72
12. Dublin Meter-Rogers	Pack 761	\$2,365.00
13. Christopher Szczepkowski	Pack 243	\$2,126.79

14. Lucius Zack Prince	Troop 433	\$2126.79
15. Caleb Donnelly	Troop 777	\$2,126.47
16. Gavin Hernandez	Pack 3300	\$2,114.00
17. Israel Blakely	Pack 3300	\$2,074.00
18. Gabriel Rivero	Troop 761	\$2,045.00
19. Devin Valadez	Troop 191	\$1,889.82
20. Christopher Connor	Pack 3300	\$1,870.00
21. Andres Bennett-Garcia	Pack 25	\$1,851.50
22. Nathan Andreae	Pack 13	\$1,811.83
23. Charlotte Szczepkowski	Pack 243	\$1,809.00
24. Leo Fistorn	Pack 3300	\$1,805.00
25. Sebastian Andreae	Pack 13	\$1,804.84
26. Adam Miller	Pack 25	\$1,800.00



A SUCCESSFUL SALE

How to Videos: https://www.youtube.com/channel/UC5wc_p4sW6_MQjL25nzFdIA/videos

Trail's End

Successful Sale – Scout's Pitch

Trail's End



<https://youtu.be/0XCq7XB6900>

A Successful Sale – for youth

TIPS & TRAINING

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

- Practice your sales presentation.
- Introduce yourself (first name only) and where you are from.

"Hi sir, my name is Brian and I am from (local unit)."

- Let people know what you are doing.

"I'm earning my way to Summer Camp."

- Close the sale.

"Can I count on your support?"

- Credit card sales are best for the Unit. Tell your customers

"We prefer credit/debit."

MORE EXAMPLES:

"Hi, My name is Savannah with (local unit). I am helping my Council raise money for camp scholarships as well as earning my own way to summer camp. Can I count on your support?"

"Hi, my name is Alex with (local unit). I am fundraising for my Eagle Project as well as earning my way to summer camp in Switzerland. Can I count on your support?"

Remember, Be polite and always say "Thank You", even if the customer does not buy.

A Successful Sale – for youth

MORE TIPS & TRAINING

MORE WAYS TO GET THE MOST FROM YOUR SALE!

- Practice your sales presentation.
- Always wear your field uniform.
- Never sell alone or enter anyone's home.
- Always walk on the sidewalk and/or driveway.
- Have mom and/or dad take the Trail's End App or order form to work.
- Remember, 2 out of 3 people will buy when asked at their door.
- Set a GOAL!
- Plan out how many sales you will need to reach your sales goal. Determine whom you will ask to help you reach your goal.

Share what you're doing and how you're helping others through the program!

How to Sell \$1,000 Social Distancing

Sell for 8 hours, fund your entire year of Scouting!

STEP

1

Create a Trail's End account for your Scout.

- Text APP to 62771 to download the Trail's End App.

STEP

2

Make a list of 30+ people you know to ask for support.

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

STEP

3

Draft your Scout's sales pitch.

- Example: Hi ****customer's name****, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

STEP**4****Build your Scout's personalized fundraising page.**

- Once signed into the app, go to **Online Direct** and then **Manage Page**.
 - Upload a picture of your Scout smiling, preferably in their Class A uniform.
 - Paste your sales pitch into the **About Me** section.
 - Select your **Favorite Product**.

STEP**5****Ask for support.**

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so your customer can complete the purchase.
 - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

STEP**6****Ask for support in the neighborhood.**

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

A young boy with a backpack and arms outstretched in a forest, with another child in the background.

WAYS TO SELL!

Trail's End

Ways to Sell

Trail's End

ONLINE DIRECT

Online Direct sales are easier than ever for you to sell virtually to friends and family and face-to-face with the new functionality to record an Online Direct order in the app. The product ships to the customer, and it's the SAFEST fundraising option for a unit.

WAGON SALES

Take Order

Collect orders in the app and deliver on hand product or mark product as "undelivered" to be delivered at a later date. This can be taken through neighborhoods, to parents' coworkers, friends, and family.

WAGON SALES

Door to Door with Product

You are bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home.

STOREFRONT SALES

Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in May) to reserve the best locations. It is best practice to have ONE child and ONE parent at each shift to cover more shifts during the course of the sale.

STOREFRONTS

We've got all the equipment you need!

- Table
- Banner
- Tablecloth
- Cashbox
- Popcorn
- Laminated instructions, reminders, and info
- Bring your own device



Signup for storefront shifts in the Trail's End App.

Wagon Sales

Start early with Online Direct or take order!

- Sell door-to-door
 - Visit 30 homes in your neighborhood
 - With Online Direct, text order to customer to complete purchase on their phone to keep a social distance
- Sell to friend & family
- Sell at work



2022 TRAIL'S END TECHNOLOGY

- Easy for Parents & Scouts- access on the go!
- Enter ALL sales so that you can qualify for the prizes!

How to Videos: https://www.youtube.com/channel/UC5wc_p4sW6_MQjL25nzFdlA/videos

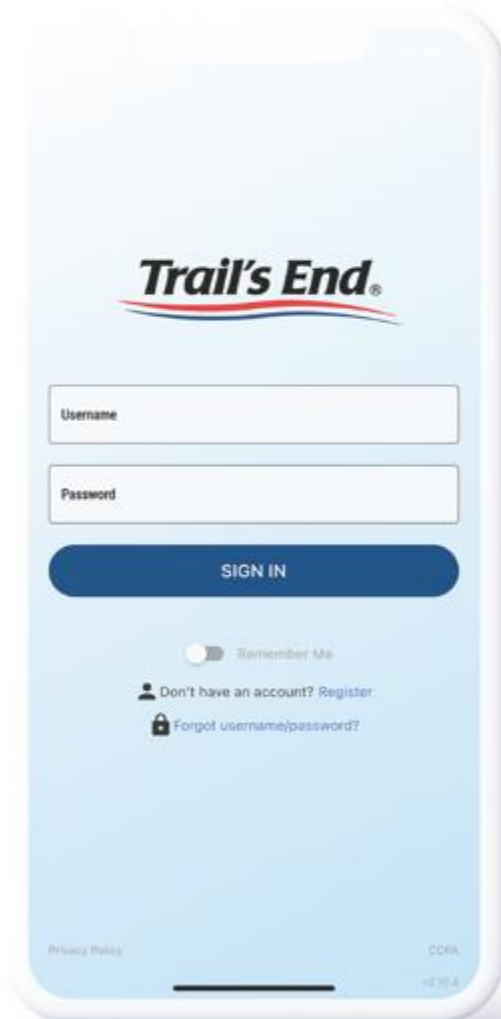


STOP – Everyone Get the App NOW!!!

Trail's End

Text **APP** to **62771** **NOW!!!!!!**

Trail's End Scout App



AVAILABLE IN THE APPLE OR GOOGLE PLAY STORE

TEXT APP TO 62771 TO DOWNLOAD.

Required to Register:

- Council
- District
- Unit

1 Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit."

2 Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

Multiple Kids?

- Each kid must have their own registered account, even siblings.
- The same email can be used for multiple accounts
- Toggle between accounts within the app by clicking the name dropdown at the bottom of the screen.

Trail's End Scout App

Trail's End

The Trail's End App supports all the ways our unit sells:

- Online Direct
- Friends & Family
- Wagon Sales / Door-to-Door
- Parent's Workplace
- Storefronts / Booths
- Locations where you can setup a table

Sell any way you want!

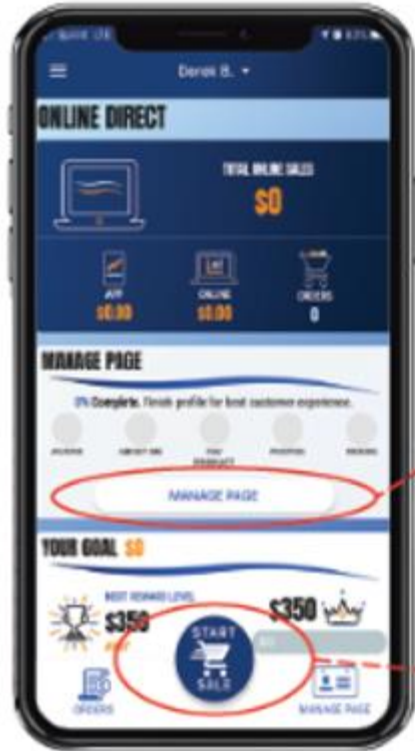
Text APP to 62771 to download the App



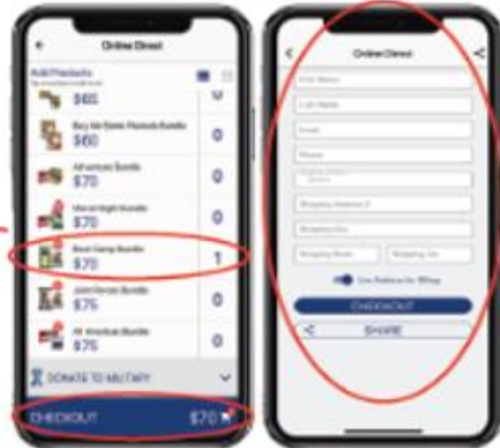
Trail's End Scout App



ONLINE DIRECT: SHIP TO CUSTOMER

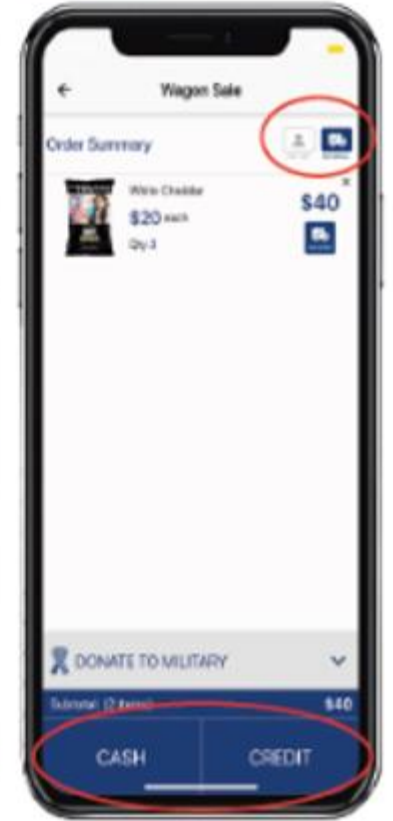
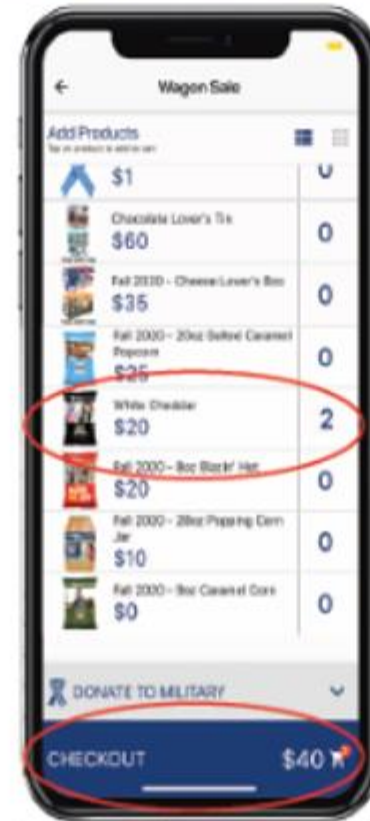


Tip: Click Share to text the cart to the customer to complete the purchase on their phone.



Tip: There are two ways to sell online products - directly through the app, or share your link with friends and family. Order ships directly to the customer.

RECORD A WAGON SALE



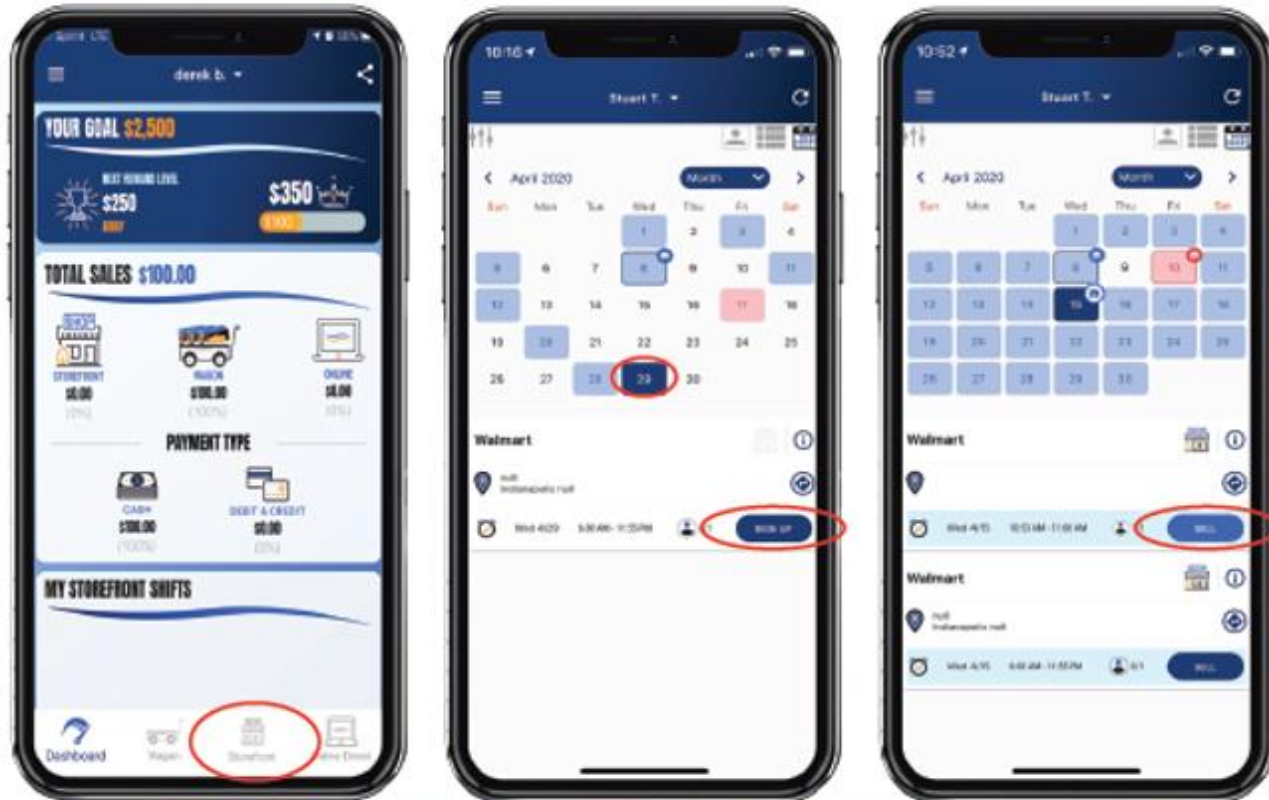
Tip: Marking an item as "Undelivered" means you plan to return with product later. Don't forget to update the status when delivered!

Text **APP** to 62771 to download the App

Trail's End Scout App

Trail's End

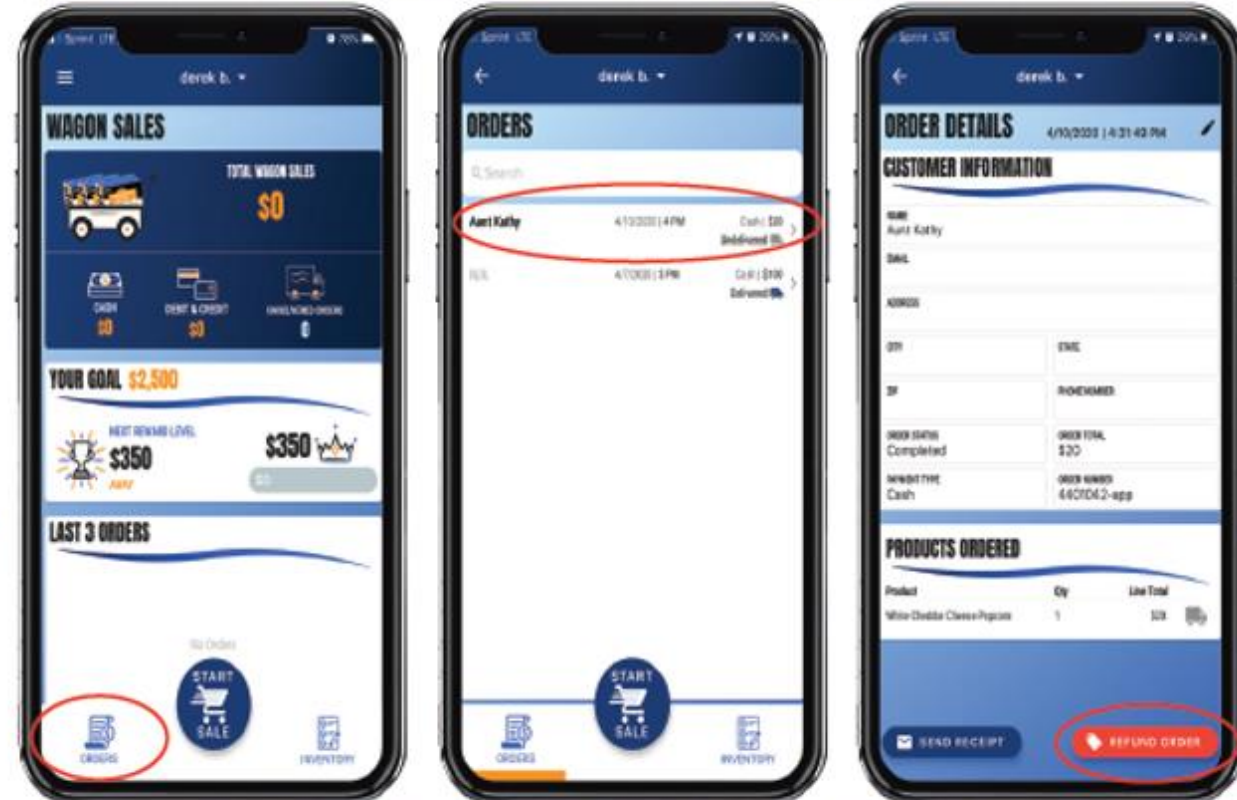
SIGN UP FOR A STOREFRONT SHIFT



Tip: Storefront site and shift availability is managed by your unit leader. Reach out to them if you believe information is missing or incorrect.

ISSUE A REFUND

Available *SAME DAY* only for Scouts.



Tip: You can also edit customer information and re-send a receipt from this screen.

Trail's End Scout App - Autoshare



[Click for YouTube Demonstration](#)

A Few Things to Remember

- If a customer clicks your link, the Autoshare will stop until you AutoShare with them again.
- In order to quickly import the contacts in your device, you must give the Trail's End App access to your contacts.
- Allowing access to your contacts is **NOT** required!
 - Manual Entry available.
- Trail's End will **NOT** access your contacts without your permission; contacts are **ONLY** for your designated AutoShare activities.

Trail's End Scout App Storefront



Trail's End has booked top retailers FOR YOU!
(Examples: Lowe's, Walmart, your largest grocery chains)

Your unit doesn't have to spend time booking stores

Trail's End has pre-loaded top selling Units and their stores into the system

Easily managed through Leader Portal & the App

Trail's End Scout App – Credit Cards



ACCEPTING CREDIT CARDS

Everyone can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

Manual Entry (no reader)

Type in the customer's card information.

Magstripe Reader (Android)

Swipe reader plugs into headphone jack.

Lightning Reader (Apple)

Swipe reader plugs into lightning jack.

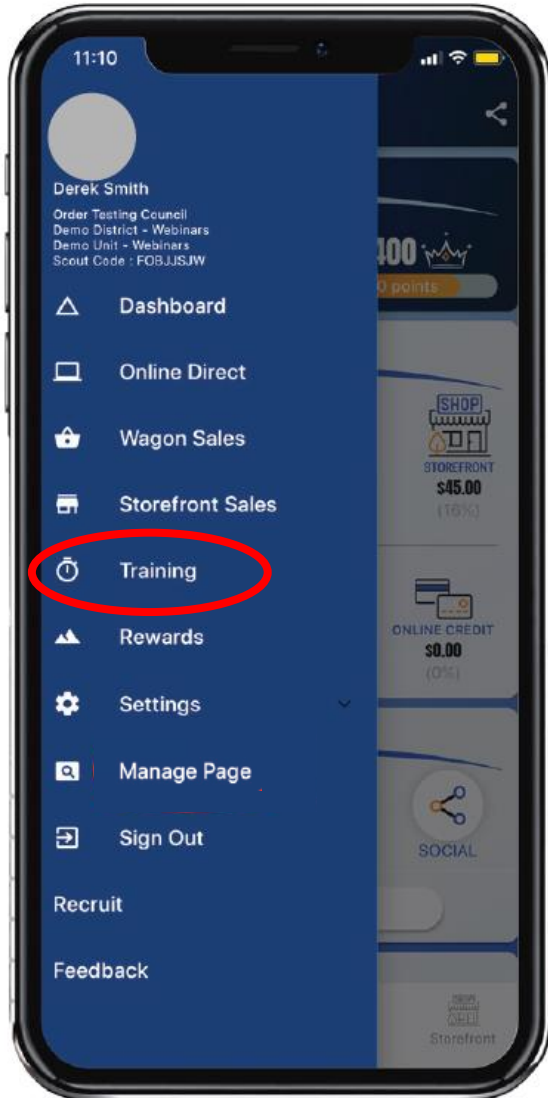
Bluetooth Reader

Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC (contactless) cards.

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.



Trail's End Scout App – Parent Training



- Click “Menu” upper left, then “Training”
- Videos & How-To’s within the app for parents.

A young boy with short brown hair is climbing a light-colored rock face. He is wearing a pink long-sleeved shirt, blue pants, and a climbing harness. A red rope is attached to his harness and extends upwards. The background is a textured rock surface. The image is dimmed with a dark overlay.

PRODUCTS

Trail's End

Traditional Products



**KETTLE CORN & WHITE CHEDDAR
GIFT BOX** *New*
\$42



CHOCOLATEY PRETZELS
\$25



SALTED CARAMEL
\$25



POPPING CORN
\$15



WHITE CHEDDAR
\$22



SWEET AND SALTY KETTLE CORN
\$22



**12PK UNBELIEVABLE BUTTER
MICROWAVE**
\$25



CARAMEL CORN
\$15



Trail's End.



**SHOW YOUR SUPPORT
WITH A DONATION TO
HEROES AND HELPERS!**

Send a gift of popcorn to our first responders, troops at-home or overseas, veterans, military families, local food banks, and charitable organizations.

Donation Levels:

Custom amount

AMERICAN HEROES DONATION

Trail's End

AMERICAN HEROES DONATION PROGRAM

When a customer purchases an American Heroes Donation, a portion goes back to local Scouting and the remaining popcorn equivalent is donated to the first responders and the U.S. Military. Trail's End has teamed up with Soldiers' Angels to distribute the popcorn to VA Hospitals, National Guard units, and military bases across the country.

- Over **\$66 million** worth of popcorn has been donated to U.S. troops over the years
- Last year consumers purchased over **129,000** Military Donations
- In 2019, over **2,900 pallets** of popcorn was shipped to 45 locations in 22 states



**SUPPORT SCOUTS, THE MILITARY AND FIRST RESPONDERS
WITH AN AMERICAN HEROES DONATION!**

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

Donation Levels

\$50

\$30

Additional Online Products *

Trail's End

CAMPFIRE BLEND
K-CUPS



SALTED VIRGINIA
PEANUTS



HONEY ROASTED
PEANUTS



BEEF JERKEY



DARK CHOCOLATE
SALTED CARAMELS



FROSTED SNOWFLAKE
PRETZELS



PEPPERMINT
BARK



** Providing supply chain issues are minimized*

TRAIL'S END REWARDS



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TRAIL'S END REWARDS*

BUY THE PRIZES YOU WANT WHEN YOU EARN AMAZON.COM GIFT CARDS

WHY DO KIDS LOVE TRAIL'S END REWARDS

- You get to buy the prizes you want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com.
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
- No collecting orders from families or distributing prizes.
- Simplified sale management.
- The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when kids 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 motivated kids through the app.
- Leaders can wrap up the fundraiser and get back to unit adventures faster!

* Council participation may vary. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>

POINTS	GIFT CARD
17,500	10% <small>of total sale</small>
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

Earn More! Earn Easier! No need to write in orders!

1.25 PTS Per \$1 Sold App Credit / Debit Card (Wagon and Storefront)

1PT Per \$1 Sold Cash and Online Direct

Council Prize Program – Top Seller Day



DRAWINGS!
PRIZES!
TROPHIES!
FOOD!
FAMILY FUN!
(Must be present to win & sell \$1,200)



* All sales must be entered by Scout or Parent in the Trails-End App to qualify for Trail's End Rewards and Southwest Florida Council prize program. Sales counted 6/1/2022 to 11/31/2022

2022 SOUTHWEST FLORIDA COUNCIL POPCORN PRIZE PROGRAM*

*\$1,200 “Top Seller” Day Camp Miles is yours for the day!

Saturday, February 25, 2023
10:00 a.m. - 3:00 p.m.

- ◆ Special fun-filled day for top sellers and their families at Camp Miles
- ◆ Special prize drawings of many items for attendees only!
- ◆ Boating, archery, shooting, climbing, games plus special activities like a video game trailer, laser tag, wrecking ball pit, shark bouncer and much more!
- ◆ Ice cream buffet extravaganza!
- ◆ Great catered cookout lunch, prizes and fun!!!
- ◆ SPECIAL DRAWINGS FOR THOSE ATTENDING TOP SELLER DAY:
 - ◇ Two drawings of a choice between a **Kayak & Paddle Board!**
 - ◇ +\$1,750 drawing of a choice between **Meta Quest 2 VR 64GB Headset** or **DJI Mini SE Quadcopter Drone with remote**

*SWFL Council Top Seller Prizes

- ◆ Top Seller in each District wins a **\$300 gift card**
- ◆ Top Seller in Council wins **\$500 gift card**
- ◆ 2nd Top Seller in Council wins **\$300 gift card**
- ◆ 3rd Top Seller in Council wins **\$200 gift card**
- ◆ Top Council American Heroes Program Seller wins a **\$200 gift card**
- ◆ All attendees receive a special recognition **medal**

ALL \$1,500+ LEVEL SELLERS

\$50 Gift Card AND

Receive 2 tickets* to either

Busch Gardens, Universal Studios or Legoland!

*Only valid for visits 1/10/2023 - 3/31/2023.



*Earn Patches



Sell \$250+ Heroes and Helpers



Sell 2 different items



Sell \$1,200 or more

* All sales must be entered by Scout or Parent in the Trails-End App to qualify for Trail's End Rewards and Southwest Florida Council prize program. Sales counted 6/1/2022 to 11/31/2022

- No Prize Forms
- No Top Seller Registration
- No Theme Park Ticket Order Forms

Accurate Parent information entered into the app is important to receive Council prizes!!!!

Blitz Weekend Prize – Free to each trained unit!

Trail's End



Our Unit Prizes

Parent Note: Not the responsibility of SW FL Council or Trail's End



(Kernel must enter their own or delete this slide)

Top Seller: Free January Family Campout & Hiking Stick

2nd Place: Cool Scooter!

Weekly Prizes: Compass, Crafts, lights, multi-tools, & more!

2022 Key Popcorn Dates



Online Direct & Take Order start	August 15 th
Storefront Signups Live	September 4 th
Wagon Show & Deliver/Storefront product	September 4 th
First Storefront Sale	September 4 th
Neighborhood Blitz Day	September
Last Day to Return Popcorn	November ____
Last Storefront Sale	November ____
Money due	November ____
Popcorn Party	TBD

CONTACT TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP

Text SCOUTFB to 62771 to join

JOIN OUR WEBINARS

Text WEBINAR to 62771 to register

VISIT OUR WEBSITE

www.trails-end.com

EMAIL US:

support@trails-end.com

NEED HELP? VISIT OUR FAQs:

www.support.trails-end.com

UNIT CONTACT INFO

Enter Name: Unit Kernel

[@gmail.com](mailto:UnitKernel@gmail.com)

(000) 000-0000

Enter Name: Unit Co-Kernel

[@gmail.com](mailto:UnitCoKernel@gmail.com)

(000) 000-0000

Keys to important dates

1. **Backdate your important Dates**
 - **Publish on sale sheets & handout**
2. **Take advantage of Trail's End Trainings and Webinars**
3. **Set up unit [Trails-end.com](https://trails-end.com) account & book storefronts**
4. **Set goals**
5. **Have an exciting Kickoff**
6. **Talk about popcorn at every meeting**
7. **Enhance with your own (inexpensive) prizes**
8. **Ensure 100% app usage**
9. **Help with sort, get popcorn early**
10. **Reach out early for help**
11. **Get those app & accounts set up by parents!!!**
12. **WE ARE HERE FOR YOUR SUCCESS!!!!**

A group of children are sitting on the ground outdoors, looking at something together. The image is dimmed to serve as a background for the text.

HAVE QUESTIONS? GET ANSWERS.

[HTTPS://SUPPORT.TRAILS-END.COM/](https://support.trails-end.com/)

Visit the Support Portal of FAQs at support.trails-end.com

Get peer support 24/7 in the Trail's End Popcorn Community Group
www.facebook.com/groups/TEPopcornCommunity

Trail's End

A graphic element consisting of a blue and red swoosh underline.