



Rio Grande Council

2020 Popcorn Kickoff
&
Sales

July 1, 2020 – December 15, 2020

Rio Grande Council—Boy Scouts of America
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Harlingen, TX 78551
(956) 423-0250

www.riograndecouncil.org





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WHY DO WE SELL POPCORN? *Trail's End*®

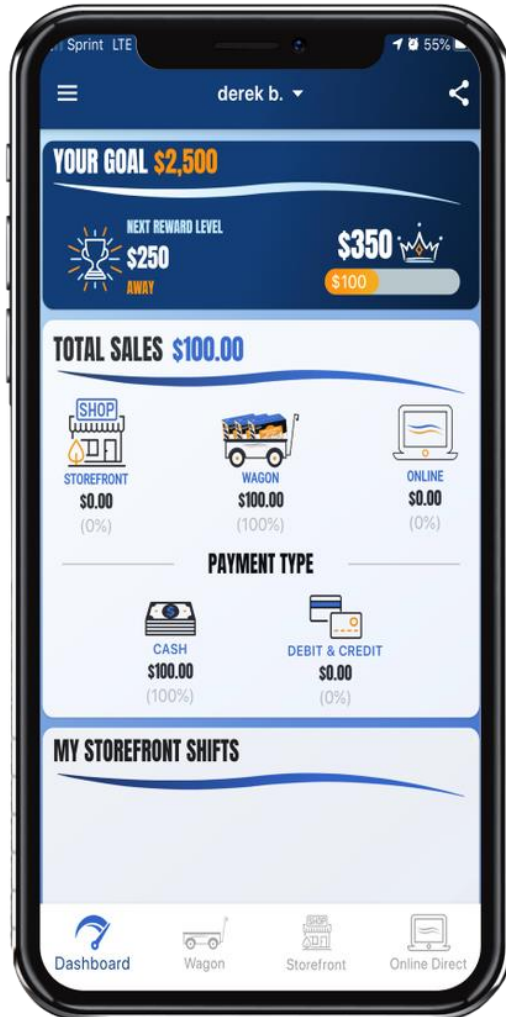


- 73% Return to Scouting
- Fund our unit's Scouting program
- Scout character development
- Improve our camps and council resources

OVER **\$4 BILLION** Returned to SCOUTING SINCE 1980!

TRAIL'S END APP

Trail's End®



Key Benefits

- Free Credit Card Processing - Paid by Trail's End
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Families can turn in cash payments via credit card
- System-calculated Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app as way to fundraise while social distancing

Proven Results

- Used by over 14,500 units & 160,000 Scouts
- Over 10% growth for units that recorded more than 75% of sales in the app in 2019
- Credit Card transactions averaged 27% higher than cash

Text **APP** to 62771 to download.

TRAIL'S END APP

Trail's End[®]



Text APP to 62771 to
DOWNLOAD THE APP
& START SELLING TODAY



Download on the
App Store



GET IT ON
Google Play

ONE MINUTE to register your account!



Accept Debit & Credit
Cards for FREE!
No Reader Required.



Each Scout Must Have
a Registered Account.
Same Email Can Be Used
For Multiple Accounts.



Record ALL of Your
Sales in the App, Even
Take Order Sales!

ONLINE DIRECT

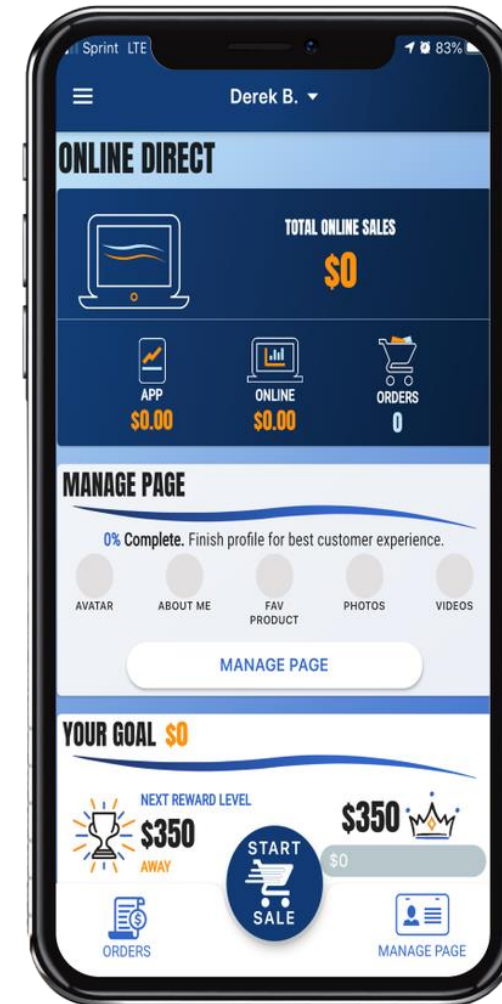
Trail's End®



Best & Preferred Way to Sell

- Safest way for Scouts to sell
- Scouts earn **Double Points** for TE Rewards
- Traditional products and prices
 - \$10 opening price point
- No handling of products/cash for Scout or unit
- New TE App Online Direct features:
 - Take Online Direct orders in the TE App
 - Text order to customer to complete purchase on their phone
- Products popped fresh to order – shipped direct to customer.

Text **MYPLAN** to 62771 to download:
How to Sell \$1,000 Social Distancing





HOW IT WORKS

TWO WAYS TO SELL ONLINE

SHARE YOUR PAGE



1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

TAKE ONLINE DIRECT ORDERS IN THE APP



1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers

ACCEPTING CREDIT/DEBIT



CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT"

Trail's End pays for all credit card fees!

- **Bigger Rewards** – Earn 1.5pts per \$1 sold in the Trail's End App
- **Safer** – Scouts don't have to handle cash
- **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
- **Easier** – Parents turn in cash sales with credit/debit payments to their unit
- **Hardware** – Scouts can accept credit/debit with Square readers or manual entry



TRAIL'S END REWARDS



LEVEL	POINTS	GIFT CARD
19	17,500 OR MORE	10% OF TOTAL POINTS
18	15,000	\$1,250
17	12,500	\$1,000
16	10,000	\$750
15	7,500	\$550
14	6,000	\$450
13	5,000	\$375
12	4,000	\$300
11	3,500	\$250
10	3,000	\$200
9	2,500	\$100
8	2,000	\$80
7	1,750	\$70
6	1,500	\$60
5	1,250	\$50
4	1,000	\$40
3	800	\$30
2	600	\$20
1	400	\$10

New in 2020


- Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
- With changes to the way they sell, Scouts can earn more Rewards faster!

Why do Scouts love Trail's End Rewards?

- Earn double points with Online Direct
- Bigger prizes
- Millions of choices on Amazon.com
- Get prizes faster
- Delivered to their door

Why do Leaders love Trail's End Rewards?

- The Trail's End leader portal is a one-stop shop for everything, including Rewards ordering.
- Orders are tracked automatically for leaders when Scouts 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 motivate Scouts through the App.



Rio Grande Council Top
3 sellers for each
District receive 2
Complimentary passes
at the Beach park at
Isla Blanca.

Council Top Seller Prize



One Day Private Cabana and up to 6 tickets for the 20-21 Summer Season at Beach Park Water Park at Isla Blanca and includes table service.

START SELLING EARLY



Reasons to Start Selling in July & August

- Uncertainty of COVID-19 return
- Fund your popcorn order pre-payment
- Trail's End Online Direct unit promotion:
 - Earn 5% of Online Direct sales as an Amazon.com gift card – Jul 1-Aug 15
 - Unit must be registered by August 15, 2020 to qualify.
- **Scout Online Direct Entrepreneur Challenge**
 - Scouts that will pledge to do their best to sell \$2,500 or more through Online Direct from July 1 – August 15 will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce. The first 200 Scouts to hit the goal will receive a \$200 Amazon.com Gift Card.

REGISTER YOUR UNIT

Trail's End[®]



New to popcorn?

You create your Popcorn Kernel account as part of the commitment process.

Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*

**Unit must be registered to sell by no later than August 15, 2020 to qualify.*

COMMIT NOW: www.trails-end.com/unit-registration

TRAIL'S END WEBINARS

Trail's End®



UNITS THAT ATTENDED A TRAIL'S END WEBINAR GREW 11.2% ON AVERAGE IN 2019



Register to attend one of the webinars:

- \$20k+ Top Selling Units
- \$7.5k - \$20k High Selling Units
- \$0 - \$7.5k Selling Units

*The first 5,000 units to register for a webinar by August 1 will receive a \$20 Amazon.com Gift Card (max 1 per unit). Attendance is required. Gift Cards will be emailed approximately one week after webinar attendance. Unit must have sold \$7,500 or more in 2019 to qualify.

TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:

Text **WEBINAR** to 62771 to register or visit
<https://www.trails-end.com/webinars> to sign up for a session today!

TRAIL'S END FACEBOOK

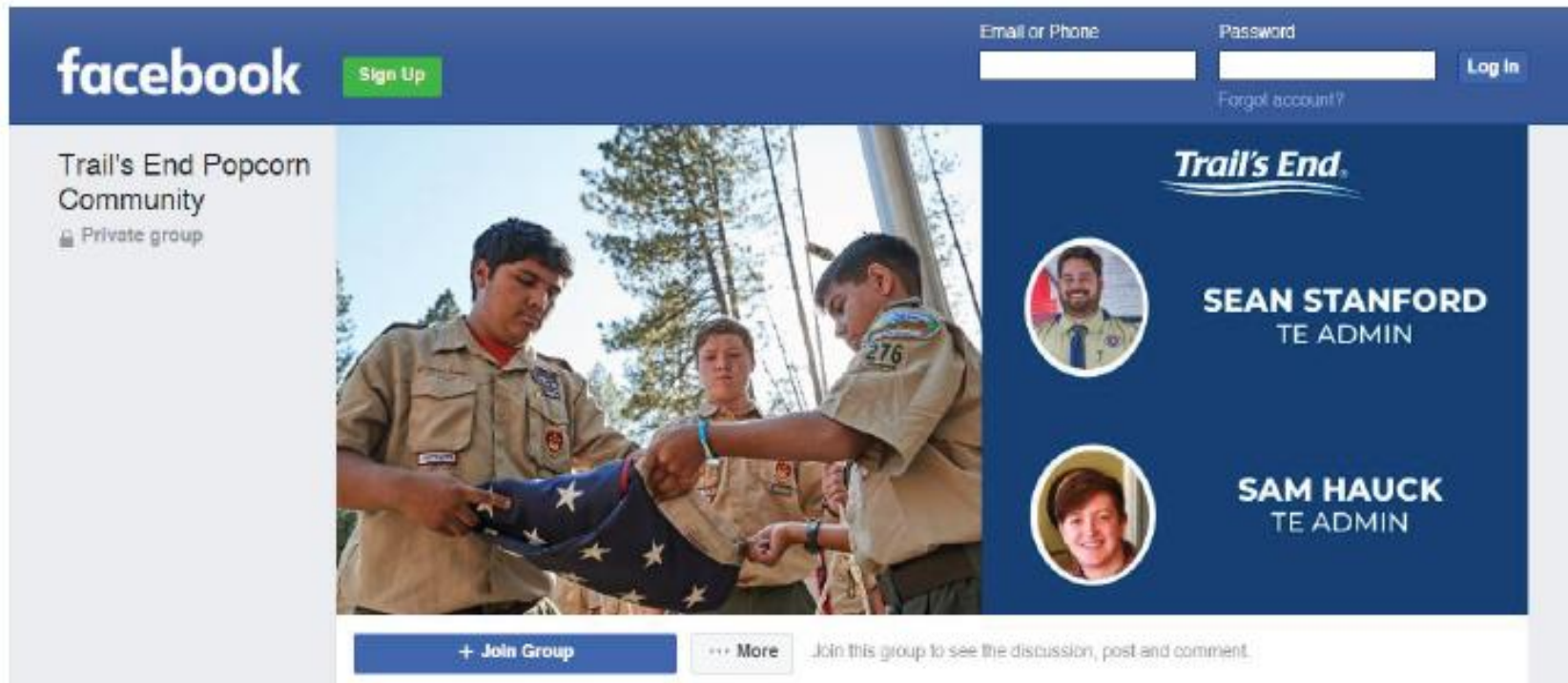
Trail's End®



Get your questions answered and share ideas between Unit Leaders across the country about the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community.

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail's End when your unit needs support and share ways Trail's End can serve your fundraising needs better.

Text **FACEBOOK** to 62771 to join!



HOST A VIRTUAL KICKOFF

Trail's End®



Use Zoom (or similar software)

Agenda:

- How the money raised benefits each Scout family
- Unit & Scout sales goals
- How to Sell \$1,000 Social Distancing in 8 Hours (PDF)
- Everyone downloads the Trail's End App
 - Text **APP** to 62771 to download.
- Trail's End Rewards
- Unit specific promotions (optional)
- Key dates for your Sale
- Request they join the Trail's End Scout Parents Facebook Group to get tips and ask questions!

Text **KICKOFF** to 62771 to Download Presentation.

CONTACTING SUPPORT



CONTACT TRAIL'S END SUPPORT

JOIN OUR FACEBOOK GROUP

Trail's End Popcorn Community

VISIT OUR WEBSITE

www.Trails-End.com

EMAIL US:

Support@trails-end.com

NEED HELP? VISIT OUR FAQs:

www.Support.Trails-End.com

COUNCIL CONTACT INFO

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Rick Legere: Tip-O-Tex District Popcorn Coach

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956-536-9384

www.Riograndecouncil.org

Rio Grande Council Popcorn Sale Calendar



7/1–12/15/20 RGC
Council Popcorn Sale



6/27/20 Question and
Answer ZOOM and get
2% on total sales



6/27-8/15/20 Sign up to
sell and get 5% on sales
during this time as
Amazon gift cards



7/11 Question and
Answer ZOOM and get
2% on total sales



7/1-9/1
Training Webinars



12/15
Prize Orders Due



THANK YOU

Join us on Facebook!

facebook.com/groups/TEPopcornCommunity

Appendix: Traditional Products *Trail's End*



OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS



Cheese Lover's Collection

Over \$22 to local Scouts*
Contains: Milk

- White Cheddar Popcorn
 - Blazin' Hot Popcorn
- Comes in a gift box.



Salted Caramel Popcorn

Over \$17 to local Scouts*
Contains: Milk and Soy

NEW! BIG BAG



Blazin' Hot Popcorn

Over \$14 to local Scouts*

BIG BAG



White Cheddar Popcorn

Over \$14 to local Scouts*
Contains: Milk

NEW! BIG BAG



Unbelievable Butter™

Over \$10 to local Scouts*

NEW!



Popping Corn Jar

Over \$10 to local Scouts*



Caramel Corn

Over \$7 to local Scouts*
Contains: Soy

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

**EVEN MORE PRODUCTS
AVAILABLE WITH
ONLINE DIRECT!**

Appendix: Donations

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

Trail's End®

