



# BEYOND THE STARS

2016 POPCORN SALE









# AGENDA



BOY SCOUTS  
OF AMERICA®

ALAMO AREA COUNCIL

- 2015 Highlights
- Popcorn Kernels
- Products
- Prizes & Commissions
- Trail's End Scholarship
- Unit Goals & Kick Off
- Scout Salesmanship
- Unit Sales Packet
- Technology Improvements
- What's Next
- Sales Packet Pickup



## **For A Great 2015 Popcorn Sale**

**205 Units selling between \$84 - \$63,044**

**3,500 Scouts selling between \$10 - \$8,370**

**Nearly \$1.5M Total Sales with  
OVER \$1 MILLION for Alamo Area Scouting**



# **Council Popcorn Team**

**STEPHANIE REGETS**

Council Kernel – Marketing & Training

**DEB CANTU**

Council Kernel – Inventory & Logistics

**AMBER SIZER**

Popcorn Staff Advisor

# District Kernels

<b>Armadillo</b>	<b>Michelle Lockwood</b>
<b>Cimarron</b>	
<b>Diamondback</b>	<b>Martin Kruse &amp; Shannon Smith</b>
<b>Galaxy</b>	
<b>Longhorn</b>	<b>Joanna Frausto</b>
<b>Memorial</b>	<b>Dolly Ochs</b>
<b>Rough Rider</b>	<b>Denise Taylor</b>
<b>Summit</b>	<b>Starr Butcher</b>
<b>Texas Hills</b>	<b>Jill Lucas</b>
<b>Two Rivers</b>	<b>James Trimble</b>
<b>Victory</b>	<b>Anjie Reed</b>
<b>Project Aguila</b>	<b>Christopher Mendoza</b>



**\$25** **Kettle Corn Microwave** 18-Pack

Our deliciously sweet and salty Kettle Corn is better than ever!

Over **\$18.00** to local Scouting



**\$20** **Unbelievable Butter™ Microwave** 18-Pack

A customer favorite with more buttery flavor than ever before.

Over **\$14.00** to local Scouting



**\$20** **Butter Light Microwave** 18-Pack

Our lightest butter popcorn with new and improved flavor.

Over **\$14.00** to local Scouting



**\$20** **Premium Caramel Corn** 18 oz.

with Almonds, Cashews & Pecans  
A delectable gourmet caramel treat loaded with almonds, cashews and pecans.

Over **\$14.00** to local Scouting




**BOY SCOUTS OF AMERICA**  
ALAMO AREA COUNCIL

**\$15** **Jalapeño Cheddar Cheese** 5.25 oz.

Crispy cheese popcorn with a spicy punch of jalapeño.

Over **\$11.00** to local Scouting



**\$15** **White Cheddar Cheese Corn** 5.25 oz.

The perfect combination of light, crispy popcorn and rich white cheddar cheese.

Over **\$11.00** to local Scouting



**\$10** **Classic Caramel Corn** 11 oz.

A traditional favorite. Our Classic Caramel Corn is full of rich caramel flavor.

Over **\$7.00** to local Scouting



**\$10** **Popping Corn** 30 oz.

Trail's End's plain kernels for those who like to make popcorn from scratch.

Over **\$7.00** to local Scouting



**\$25** **Chocolatey Caramel Crunch** 18 oz.

Sweet crunchy caramel corn in a creamy chocolatey coating.

Over **\$18.00** to local Scouting



**\$20** **Classic Trail Mix** 16 oz.

A delectable blend of peanuts, M&M candies, raisins, almonds and cashews

Over **\$14.00** to local Scouting



**STAY ON TRACK FOR COLLEGE.**

Sell **\$2,500** in any calendar year and receive **6%** of your total sales invested in your own Trail's End Scholarship account.

Visit [sell.trails-end.com](http://sell.trails-end.com) for more information.

Once enrolled, 6% of your sales each year will be added to your account. You only have to hit the \$2,500 minimum one time. Online sales count!

BARRY STONE

**POPCORN FOR OUR TROOPS**



Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

**\$50** **Gold Donation**  
Over \$35.00 to local Scouting

**\$30** **Silver Donation**  
Over \$21.00 to local Scouting

**\$60** **Chocolate Lover's Collection**

- White Chocolatey Pretzels 17oz.
- Milk Chocolatey Pretzels 17oz.
- Chocolatey Caramel Crunch™ 15oz.
- Chocolatey Caramel Crunch™ 15oz.

Over **\$35.00** to local Scouting




Comes in a gift tin

**\$40** **Sweet & Savory Collection**

- Butter Toffee Caramel Corn 20oz.
- White Cheddar Cheese Corn 5oz.
- Chocolatey Caramel Crunch™ 15oz.

Over **\$27.00** to local Scouting




Comes in a gift box

**\$30** **Cheese Lover's Collection**

- White Cheddar Cheese Corn 5oz.
- White Cheddar Cheese Corn 5oz.
- Jalapeño Cheddar Cheese 5oz.

Over **\$20.00** to local Scouting




Comes in a gift box

Order anytime at [Trails-End.com](http://Trails-End.com). Online ordering gives you exclusive access to new Trail's End products including Chocolates, Nuts, and Coffee.

The BSA corporate logo (flour-de-lis with eagle), the trade dress of the Cub Scouting and Boy Scouting uniforms, and the emblems and badges of rank thereon are trademarks of the Boy Scouts of America. Used with permission.

\*Across the entire Trail's End® product line, an average of 73% goes to local Scouting.

All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, milk and egg ingredients.

All Trail's End products are Kosher. Please verify the symbol on each package to verify the validating kosher organization.





**BUT HOW ARE WE  
GOING TO "SOAR"  
BEYOND THE STARS?**



**PRIZES, CONTESTS, &**

**MORE INCENTIVES!**



# Unit Commissions

## Show & Sell/Deliver and Take Order Sales Commissions

25% Base Commission

+ 5% Cash Option (or Council Prizes)

30% Unit Commission

## Bonus Commission

+ 5% -- Attend Popcorn Sales Training

+ 3% -- NO Show & Sell Returns

+ 2% -- Exceed Unit's 2015 Sales (*New Units Exceed \$350 Average per Scout*)

**30% UNIT COMMISSION**

**+ 10% BONUS COMMISSION**

**40% TOTAL POSSIBLE COMMISSION**

**Online Sales =** Units receive 35% Commission (*Bonus Commission Not Applicable*)



# Trail's End Piece Patch

## GALACTIC COLLECTION PATCH

The sky is no longer the limit with the **GALACTIC COLLECTION PATCH!**

Take selling to new heights as Scouts make sales that complete the collection patch and earn the Top Seller Pin.





# Trail's End Piece Patch

## **MILITARY PATCH**

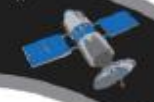
*Make One Military Sale*

**MILITARY**



## **ONLINE SALE PATCH**

*Sell One or More Product Online*



**ONLINE**

## **TOP SELLER PIN**

*Sales Goal Determined by Council:* **\$1500**

**TOP SELLER**

**POPCORN**

**2016**

**Trail's End**

## **PARTICIPATION PATCH**

*Sell One or More Product*

**1 of EACH**



## **SELLER CLUB PATCH**

*Sales Goal Determined by Council:* **\$600**

**SELLER CLUB**





# Council Prizes or 5% Cash Option

- Council Prizes include Amazon or Wal-Mart Gift Cards valued between 4% - 6% of Total Sales including Show & Sell, Take Order, & Online.
- 5% Cash Option is for Units wishing to offer their own prize program or fund Scout Accounts, but only for S&S and Take Orders.
- Both include patches for Scouts selling at least 1 item.



# Council Bonus Prizes

- \$600 Weekly Drawing- \$50 Scout Shop Gift Cards for 8 weeks / 36 winners
- \$850 Club - Stellar Salesman T-Shirt
- \$1000 Club - Stellar Salesman Movie Night
- \$1500 Club - Bonus \$50 Gift Card & Top Seller's Spin 'N' Win Party
- District Top Selling Scouts & Units

**\*\* Participation in the Council's Prize Program is NOT required to earn these Bonus Prizes! \*\***



**Council Stellar**  
**Salesman**  
**T-Shirt**





# Trail's End Scholarship

- Scout must sell \$2500 in one fall selling period (Show & Sell, Take Order, Online) to qualify
- 6% of the retail goes into his “scholarship account”
- Only have to hit \$2500 once, all sales thereafter are eligible for the 6%
- Accrues interest
- Learn more at [sell.trails-end.com](https://sell.trails-end.com) and click “Incentives”



# Council Wide Popcorn Kick Off Carnival Provided by Trail's End

- Friday, September 9 @ McGimsey Scout Park
- 5:00 – 9:00 PM
- Rides, Games, Food, Prizes, & FUN
- FREE
- Show & Sell

Pickup available  
during the event





# Unit Prizes & Rewards

- Units should create & promote your own Prizes & Rewards
- You know your Scouts best and what would motivate them
- “Pie in the Face”, “Top Den/Patrol Pizza Party”, “Special Trip”, etc.



# Unit & Scout Goals / Kick Off

- **Units** that **Set a Goal** and **have a Kick Off** typically **DOUBLE** their sales vs. Units that do not.
- **Scouts** that **are Given a Goal** and **go to a Unit Kick Off** typically sell and **earn 2x** as much for their Unit Programs vs. Scouts that do not.
- **93% of Scouts with a Goal sell \$600 or MORE.**



# Scout Accounts

- **YES**, they are ALLOWED and can be funded through Unit Fundraising **IF** your **“PRIZE PROGRAM”** allocates for it.
- **In order to RAISE MORE DOLLARS, your Unit MUST INCENTIVIZE your Scouts.**
- **For Example:**
  - Sell \$600: Earn Prizes + Paid BSA Registration & Unit Dues
  - Sell \$800: Covers Above + Summer Camp
  - Sell \$1000: Covers Above + NASA Space Center
- **Unit Fiscal Management Training**
  - Council Wide Training, Saturday, September 17 at University United Methodist Church
  - Great for all Unit Committee Members



# Unit Goal Setting Program Planner

Total Activities Costs	\$5,475
Other Unit Expenses	\$500
<b>TOTAL BUDGET NEED</b>	<b>\$5,975</b>
<b>TOTAL POPCORN SALES GOAL</b>	<b>\$16,149</b>
Number of Scouts	50
Goal per Scout	\$ 323

Sales Goal Worksheet				
\$ 5,975	/	35%	=	\$ 17,071
Budget Goal		Unit Commission		Unit Sales Goal
\$ 17,071	/	50	=	\$ 341
Sales Goal		Number of Scouts		Scout Goal
\$ 341	/	\$ 17.50	=	20
Scout Goal		Avg. Price per Container		Container Goal
Enter Data				



# Unit Goal Setting Program Planner

Provided in your Unit Sales  
Kit & on Popcorn  
Homepage

1. Enter all your activities and costs under each month.				Pack/Troop	P38
2. Enter your total commission				Unit Commission Potential	37%

September		October		November	
Activities	Cost	Activities	Cost	Activities	Cost
Popcorn Carnival	\$500.00	Halloween Party	\$275.00	Pack Award Banquet	\$250.00
First Pack meeting of the new season		Camping	\$250.00		
<b>Total Cost</b>	<b>\$500.00</b>	<b>Total Cost</b>	<b>\$525.00</b>	<b>Total Cost</b>	<b>\$250.00</b>

December		January		February	
Activities	Cost	Activities	Cost	Activities	Cost
Holiday Party	\$750.00	Pinewood Derby Pit	\$75.00	Blue & Gold Banquet	\$2,500.00
<b>Total Cost</b>	<b>\$750.00</b>	<b>Total Cost</b>	<b>\$75.00</b>	<b>Total Cost</b>	<b>\$2,500.00</b>

March		April		May	
Activities	Cost	Activities	Cost	Activities	Cost
Spring Banquet/ Crossover ceremony	\$150.00	Bowling	\$75.00	Spring Camporee	\$125.00
<b>Total Cost</b>	<b>\$150.00</b>	<b>Total Cost</b>	<b>\$75.00</b>	<b>Total Cost</b>	<b>\$125.00</b>

June		July		August	
Activities	Cost	Activities	Cost	Activities	Cost
Graduation Camping Picnic	\$200.00 \$50.00	Pool Party	\$150.00	Summer Picnic	\$125.00
<b>Total Cost</b>	<b>\$250.00</b>	<b>Total Cost</b>	<b>\$150.00</b>	<b>Total Cost</b>	<b>\$125.00</b>

Total Activities Costs	\$5,475
Other Unit Expenses	\$500
<b>TOTAL BUDGET NEED</b>	<b>\$5,975</b>
<b>TOTAL POPCORN SALES GOAL</b>	<b>\$16,149</b>
Number of Scouts	50
Goal per Scout	\$ 323



# Unit Kick Off – Opening (5 Minutes)

**MAKE SOME NOISE**

**MAKE A SCENE**



**MAKE THEM NOTICE**



# Unit Kick Off – Information (10 Minutes)

**KEEP IT FUN**

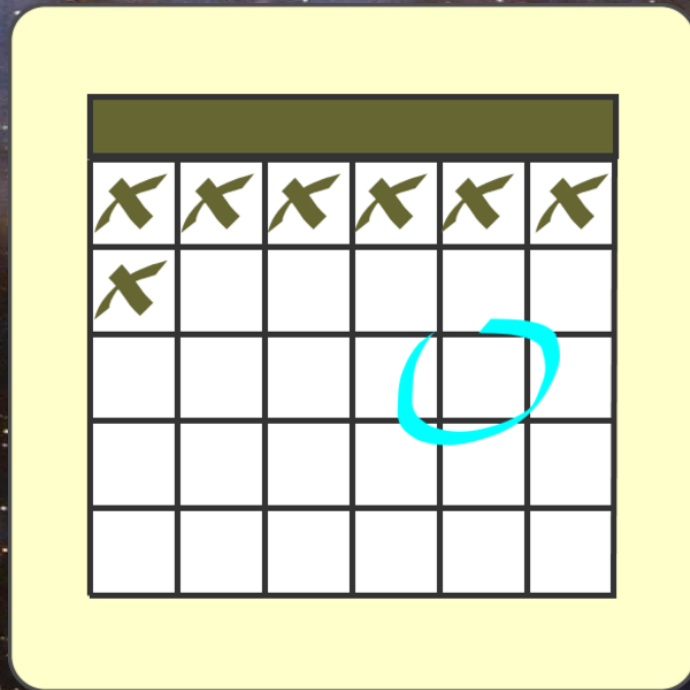
**KEEP IT MOVING**

**KEEP IT SHORT**

**WHEN?**

**WHAT?**

**WHY?**





# Unit Kick Off – Training (10 Minutes)

HOW?

- Show & Sell
- Take Order
- Online

WHERE?



WHO?





# Unit Kick Off – Rewards (10 Minutes)

- Promote all the Awesome Unit, Council, & National Prizes & the Piece Patch
- Highlight the Trail's End Scholarship
- Celebrate Last Year's Top Sellers
- Role Play Sales Pitch
- Illustrate how a Scout *Earns His Own Way*
- Show parents what's in it for them - **\$0 out of pocket**





# Scout Salesmanship

**Want to close more sales? Remember, we're not selling POPCORN!**

**WE ARE SELLING SCOUTING, FUN, & OUTDOOR ADVENTURES!**

- Hi, my name is \_\_\_\_\_ and I'm a C/B scout w/ P/T # \_\_\_\_\_. My goal is \$\_\_\_\_\_ in popcorn sales. I am earning my way to \_\_\_\_\_. I am also helping \_\_\_\_\_.
- Can I count on your support to help me out? I have all this delicious popcorn. My favorite is \_\_\_\_\_, but if you don't like that one then you might like \_\_\_\_\_.
- (Before telling prices or handing order form) I want you to know that 73% goes directly to scouting and 33% helps in-need Scouts go to camp. The other 40% helps my Pack/Troop to do activities and help support our involvement in the community.
- If I reach my goal of \$2500 then I get an extra 6% into my college scholarship.
- Will you help me out?



# Scout/Parent/Leader Popcorn Sales Coaching

- **Come hear this sales pitch and more best practices from \$26,000 seller Luke Fewx and his dad Jacob**
- Saturday, August 13, 2016 from 10:00 - 11:30 AM @ McGimsey Scout Park
- Video snippet online from session last month with Jacob. He is a top notch speaker and trainer and you will definitely benefit from his or Luke's session
- Sports Pavilion/Popcorn Warehouse – Scout Luke Fewx
- Dining Hall - Jacob Fewx, Council, District, and Unit Leader
- Bring a chair - Registration not required



**New Trail's End  
Website, Tools, &  
Products!!!**

**INFO, TRAININGS, & VIDEOS  
ONLINE**





# Placing a Unit Show & Sell Order

(No Scout Orders)



# Popcorn System – Unit Leaders

Log into Popcorn System at [www.Scouting.Trails-End.com](http://www.Scouting.Trails-End.com)

- Each user will be emailed a username and instructions to reset their password

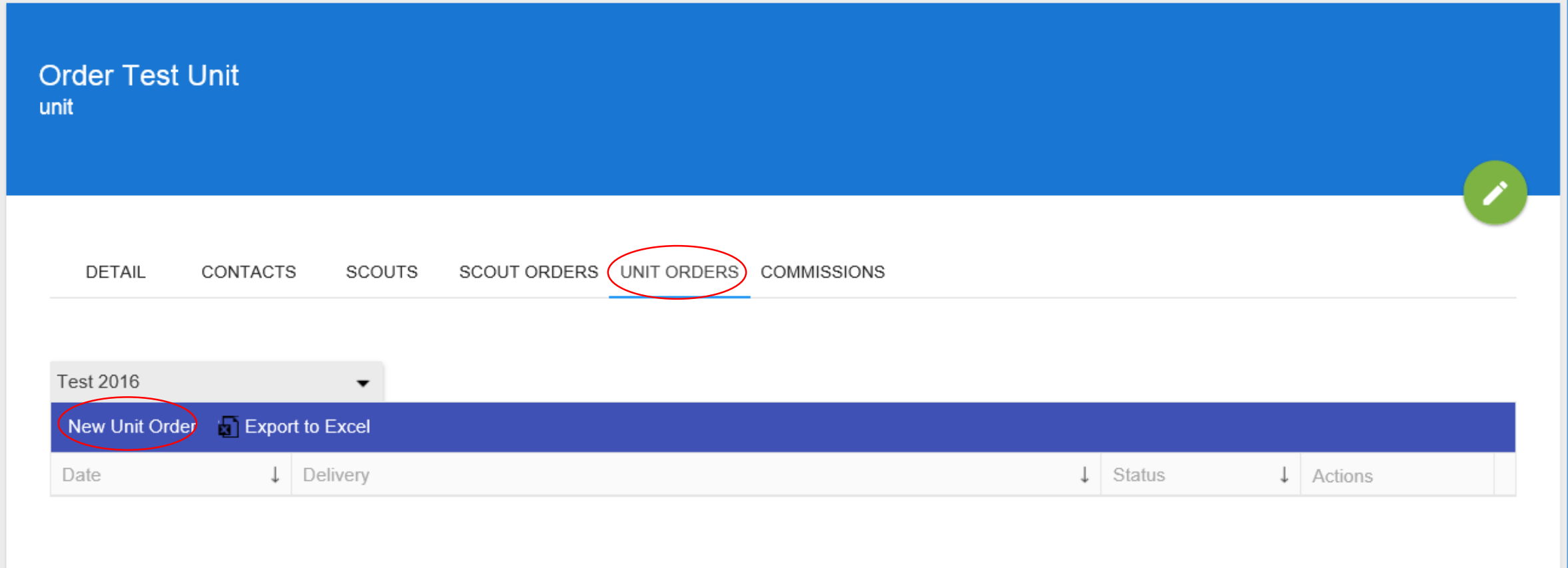
## Unit Functions:

- Place Unit Order – Show & Sell (no Scout orders)
- Place a Unit Order – Take Order
  - Manage Scouts
  - Place Scout Orders
- Edit Unit Order
- Track Scout Sales



# Placing Unit S&S Orders – No Scout Orders

1. Click the Unit Orders tab.
2. Click the New Unit Order button to open the ordering screen.



The screenshot shows a web application interface for managing unit orders. At the top, there is a blue header bar with the text "Order Test Unit" and "unit" below it. Below the header, there is a navigation menu with tabs: "DETAIL", "CONTACTS", "SCOUTS", "SCOUT ORDERS", "UNIT ORDERS", and "COMMISSIONS". The "UNIT ORDERS" tab is highlighted with a red circle. Below the navigation menu, there is a dropdown menu showing "Test 2016". Below the dropdown menu, there is a blue bar with two buttons: "New Unit Order" (circled in red) and "Export to Excel". Below the blue bar, there is a table with columns: "Date", "Delivery", "Status", and "Actions".

Order Test Unit  
unit

DETAIL CONTACTS SCOUTS SCOUT ORDERS **UNIT ORDERS** COMMISSIONS

Test 2016

**New Unit Order** Export to Excel

Date	Delivery	Status	Actions
------	----------	--------	---------



# Placing Unit S&S Orders – No Scout Orders

3. To populate the ordering fields, select the appropriate Selling Campaign and Order Delivery from the dropdown menus.

New Unit Order

Select Campaign

Choose Delivery...

Save

Submit

Product

QTY  
Interval

Order Adj(+ or -)

Council Order

Total: 0





Save



# Placing Unit S&S Orders – No Scout Orders

4. Using the Order Adjustment column, enter the quantity of cases (or cases & containers in some cases) next to each product. The Council Order field will reflect the final order quantity placed.

5. Click **SAVE** to save the amounts or **SUBMIT** to send the order to Council for approval.

Product	QTY Interval	Order Adj(+ or -)	Council Order
 Sweet Caramel with Sea Salt Popcorn	12:1	<input type="text" value="20"/>	cs: 20
 Milk Chocolate Pecan Clusters	12:1	<input type="text" value="15"/>	cs: 15
 Medium Roast Ground Coffee	6:1	<input type="text" value="10"/>	cs: 10
 Dark Roast Ground Coffee	6:1	<input type="text" value="5"/>	cs: 5



A vibrant night sky filled with numerous stars of varying colors, including bright yellows, oranges, and blues. A prominent nebula with a mix of blue and orange hues is visible in the upper central part of the image. The overall scene is a rich, multi-colored star field.

# Placing a Unit Take Order

(Scout Orders)



# Popcorn System – Unit Leaders

Log into Popcorn System at [www.Scouting.Trails-End.com](http://www.Scouting.Trails-End.com)

- Each user will be emailed a username and instructions to reset their password

## Unit Functions:

- Place a Unit Order – Take Order
  - Manage Scouts
  - Place Scout Orders
- Edit Unit Order
- Track Scout Sales



# Placing Unit Take Orders – Scout Orders

For the Take Order, some Councils may require unit leaders to enter the amount of each product sold for each selling Scout in their unit. Scouts can be entered into the Trail's End system two ways:

1. Scouts register an account at [Trails-End.com](http://Trails-End.com) and choose your unit to support
2. Unit Leader creates a new Scout for the Scouts that do not have a registered account



# Unit Take Orders – Scout Management

1. Click on the Scouts tab.
2. Scouts with registered accounts affiliated with your Unit will already be in the Scout list.
3. To create a new Scout, click the New Scout button, and enter the Scout's first and last name.
4. Use the edit and delete buttons to maintain your Scout list.

The screenshot displays the Scout Management interface. At the top, there are navigation tabs: DETAIL, CONTACTS, SCOUTS (circled in red), SCOUT ORDERS, UNIT ORDERS, and COMMISSIONS. Below the tabs is a blue header bar with a 'New Scout' button (circled in red) and an 'Export to Excel' button. The main area shows a table of scouts with the following entries:

Name	Actions
Rob B	New Order [Search] [Edit] [Delete]
Chris N	New Order [Search] [Edit] [Delete]
Stuart Alexander	New Order [Search] [Edit] [Delete]

The 'Actions' column for each scout contains three buttons: 'New Order' with a magnifying glass icon, an edit icon (pencil), and a delete icon (trash can). These three icons are grouped together in a red box. To the left, a 'Scout' modal form is open, showing input fields for 'First Name' (Johnny) and 'Last Name' (Scout), with 'Cancel' and 'Submit' buttons at the bottom. A red arrow points from the 'New Scout' button to the 'First Name' field.











# Unit Take Orders – Enter Scout Orders

1. Click the New Order button next to the Scout you want to open the New Scout Order screen.

Robs Unit  
unit

DETAIL CONTACTS SCOUTS SCOUT ORDERS UNIT ORDERS COMMISSIONS

New Scout  Export to Excel

Name	Actions
Rob B	<a href="#">New Order</a>   
Chris N	<a href="#">New Order</a>   
Stuart Alexander	<a href="#">New Order</a>   



# Unit Take Orders – Enter Scout Orders

- Using the dropdown menus, select a Campaign and Delivery (order) to display
- Enter the quantity of Con sold of each item by the
- Click Save.

The screenshot shows a web application interface for entering Scout orders. At the top right, there is a 'Save' button. Below it, two dropdown menus are highlighted with a red box: 'Select Campaign' and 'Choose Delivery...'. The main area contains a list of items with their respective quantity input fields:

	Sweet Caramel with Sea Salt F	<input type="text" value="0"/>
	Milk Chocolate Pecan Clusters	<input type="text" value="0"/>
	Milk Chocolate Pecan Clusters	<input type="text" value="0"/>
	Gourmet Honey Roasted Mixe	<input type="text" value="0"/>
	Medium Roast Ground Coffee	<input type="text" value="0"/>
	Dark Roast Ground Coffee	<input type="text" value="0"/>
	Dark Roast Ground Coffee	<input type="text" value="0"/>

At the bottom, there is a 'Total:' label followed by an input field containing the value '0'. A 'Save' button is located at the bottom right of the form.



# Unit Take Orders – View Scout Orders

1. To view Scout Orders, click the Scout Orders tab.
2. From the menu, select the Campaign for which you want to view Scout Orders.

The screenshot shows a web application interface for viewing Scout Orders. At the top, there is a blue header bar with the text "Order Test Unit" and "unit" below it. Below the header, there is a navigation menu with several tabs: "DETAIL", "CONTACTS", "SCOUTS", "SCOUT ORDERS", "UNIT ORDERS", and "COMMISSIONS". The "SCOUT ORDERS" tab is highlighted with a red border. Below the navigation menu, there is a dropdown menu showing "Test 2016". Below the dropdown, there is a blue bar with the text "Scout Tracking" and "Export to Excel" with a small icon. Below the blue bar, there is a table with the following columns: "Date", "Scout", "Delivery", "Status", "Paid", and "Actions". Each column has a downward arrow icon next to it.



# Placing Unit Take Orders – Scout Orders

1. Once you have saved all of your Scouts' orders, click the Unit Orders tab

Order Test Unit  
unit

DETAIL CONTACTS SCOUTS SCOUT ORDERS UNIT ORDERS COMMISSIONS

Test 2016

New Unit Order  Export to Excel

Date



Delivery



Status



Actions



# Placing Unit Take Orders – Scout Orders

3. Using the menus, select the Campaign and the Delivery (order) to display the ordering fields.

Select Campaign  Choose Delivery...

Save Submit

Product	QTY Interval	Order Adj(+ or -)	Council Order
			Total: <input type="text" value="0"/>









Save

# Placing Unit Take Orders – Scout Orders

1. The Total Need column will aggregate the quantity of all your Scout orders.
2. Enter a positive or negative integer in the Order Adj to adjust the order to Council (reduce order quantity for on hand inventory).

**CS: Case    CT: Container    QTY Interval:**  
**Containers per Case**

Save Submit

Product	Total Need	QTY Interval	Order Amt	Council Order	Surplus/Shortage
 Sweet Caramel with Sea Salt Popcorn	cs: <input type="text" value="0"/>	12:1	Order Adj <input type="text"/>	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>
 Sweet Caramel with Sea Salt Popcorn	cs: <input type="text" value="0"/>	12:1	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>
 Milk Chocolate Pecan Clusters	cs: <input type="text" value="0"/>	12:1	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>
 Milk Chocolate Pecan Clusters	cs: <input type="text" value="0"/>	12:1	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>
 Gourmet Honey Roasted Mixed Nuts	cs: <input type="text" value="0"/>	12:1	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>
 Medium Roast Ground Coffee	cs: <input type="text" value="0"/>	6:1	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>
 Dark Roast Ground Coffee	cs: <input type="text" value="0"/>	6:1	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>
 Dark Roast Ground Coffee	cs: <input type="text" value="0"/>	6:1	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>	cs: <input type="text" value="0"/>
			Total: <input type="text" value="0"/>		

Save

3. Click Save to save



# Edit Unit Take Orders – Scout Orders







1. Click the Unit Orders tab.
2. Using the dropdown menu, select a Campaign to display your created unit orders.

Test Unit  
unit

DETAIL CONTACTS SCOUTS SCOUT ORDERS **UNIT ORDERS** COMMISSIONS

Scout Demo

New Unit Order  Export to Excel

Date	Delivery	Status	Actions
2016/07/06	Scout Take Order 2016/07/01	pending	  
2016/07/06	Scout SNS 2016/08/11	pending	  

# Unit Take Orders – Scout Sales Tracking

1. Click the Scout Orders tab.
2. Click the Scout Tracking button to open the Scout Sales Tracking

Order Test Unit  
unit



DETAIL CONTACTS SCOUTS **SCOUT ORDERS** UNIT ORDERS COMMISSIONS

Test 2016 ▼

Scout Tracking  Export to Excel

Date	↓	Scout	↓	Delivery	↓	Status	↓	Paid		Actions
------	---	-------	---	----------	---	--------	---	------	--	---------



# Unit Take Orders – Scout Sales Tracking

1. Using the dropdown menu, select a Campaign.
2. Orders that do not require Scout Orders will have editable boxes to type in a sales dollar amount.
3. Orders that require Scout Orders are hyperlinked to enter or edit Scout Orders. Once a Scout Order is saved, the retail dollar amount of the Scout Order will be displayed.
4. The retail amount of a Scout's Online Sales will be displayed (for Online Registered Scouts only).

5. The Total column will display the total retail value of a Scouts total sales over all orders.

Scout Name	Scout Take Order Order Date: 2016/06/06	Scout SNS Order Date: 2016/06/06	Except To Rule SNS Order Date: 2016/06/06	Today Demo Order Date: 2016/06/06	Online Total	Total
test scout	\$150.00	0	Enter Order			\$150.00
Johnny Scout	Enter Order \$150.00	0	Enter Order			
	0	0	0	0		





# Take Order Digital App



# TAKE ORDER DIGITAL APP

TRACK YOUR SALES IN REAL TIME...



## Customized Trail's End App

- Works with Apple, Android, and Windows Devices

## Go Paperless

- Scouts take customer orders with their Smartphone or Tablet.
- Orders roll up automatically in the Popcorn System. Demand is created for Scout orders marked not delivered.



## Take Payment on the Spot

- Built-in credit card processing
- Safe & Secure (Encrypted & PCI Compliant)

## Reports to Popcorn System

- As the app syncs, orders automatically update in the Popcorn System.



The background of the image is a deep blue night sky filled with numerous stars of varying sizes and colors, including white, yellow, and blue. A prominent galaxy with a bright core and diffuse, glowing arms is visible in the upper central portion of the frame. The overall scene is a rich, multi-colored star field.

# e-Commerce System



# Trail's End e-Commerce System

- Scout's personalized story
- Simple to setup
- Goal based & real time
- Digital and social components drive viral possibilities

The screenshot displays the Trail's End website interface for a scout named John T. At the top, the Trail's End logo is visible, along with navigation links: "Find a Scout", "Support Your Community", "Support Military", "ABOUT US", "FAQs", and "SUCCESS STORIES". The main header features a "REGISTER" button and a "SIGN IN" button. Below the header, a profile section for John T. is shown, including a photo of a scout in a green cap and a "SUPPORT" button. A progress bar indicates "John is 70% of his goal." with a green arrow pointing to 70%. A red arrow points from the progress bar to a "Buy Products" button. Below this, a "My Products" section displays three items: "Butter Light Microwave Popcorn" priced at \$25.00, each with a "SUPPORT" button. A "See More Products" button is located at the bottom.



# Trail's End e-Commerce System

- Share your Unit's story next to each Scout's
- Serves as a testing ground for new products



Experience John T. and his adventures



A little about the Unit I serve in...

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- Home
- About Us
- FAQs
- Success Stories
- Contact Us

 [Find a Scout](#)  [Support Your Community](#)  [Support Military](#)

Stay connected and subscribe to our newsletter.

[Subscribe](#)



# ONLINE SALES PRODUCT MIX

**Different products and prices from the order form:**

Coffee, Chocolate Pecan Clusters, Caramel Corn with Sea Salt, and more...





# SELL ONLINE



The screenshot shows a website layout for "John T. and his adventures". At the top, there is a logo of crossed paddles and the text "Experience John T. and his adventures". Below this is a grid of five images: a group of scouts in uniform, a group in a red canoe, a group in blue uniforms, a close-up of a scout, and a person on a zipline. Below the grid is a section titled "A little about the Unit I serve in..." with two paragraphs of placeholder text. To the right of the text is a video player showing a group of scouts. At the bottom, there is a navigation bar with the "Trail's End" logo, social media icons for Facebook, Twitter, and Google+, and links for "Home", "About Us", "FAQ's", "Success Stories", "National Information", "Find a Scout", "Community", and "Support Military".

## Quick & Easy

- **No Product Delivery** – Products ship directly to consumers.
- **No Money Collection** – Supporters make purchase with credit cards.
- **Minimal Time Commitment** – Can be used in addition to any existing fundraiser.
- **Available Year Round** – Earn money when you need it!



# SELL ONLINE



- Convenient way to sell to family and friends who live faraway.
- Higher commission for online sales vs. traditional sales.
- Single Sign-On syncs with Popcorn System
  - One login will get you all reports
  - One email address for families, but separate logins for each
- Encourage all Scouts to create an online selling account and send 10 emails.
- Online sales count toward Scout Rewards and ALL Incentives!  
(starting August 1 through your council's fall sale end date)
- \$7.50 flat-rate shipping and handling, independent of recipient's zip code.
- FREE Shipping for orders with 3 or more items
- In 2015, the average online order was **\$48**.



**SO, WHAT'S**

**NEXT???**



# Council Popcorn Sale Dates

**August 13**

**Popcorn Sales Coaching w/ Jacob & Luke  
@ McGimsey Scout Park**

**August 29**

**Show & Sell Orders Due**

**September 9**

**Council Wide Popcorn Kick Off Carnival  
@ McGimsey Scout Park**

**September 9 & 10**

**Popcorn Sale Begins  
Show & Sell Order Pickups @ Warehouse**

**October 29, 31, November 1**

**Show & Sell Returns Due @ Warehouse**  
*Full Cases ONLY Not to Exceed 15% of Total*

**November 1**

**S&S/Deliver, Take Order, & Online Sale Ends**

**November 7**

**Take Orders Due**

**November 18 & 19**

**Take Order Pickups @ Warehouse**  
**Patch, Gift Card, & Bonus Prize Orders Due**

**December 12**

**Popcorn Payments & Scholarship Forms Due**



# Unit Popcorn Sales Kit

- Product Sales Guides
- Unit Goal Poster
- Scout Business Cards
- Thank You Cards
- Show & Sell Poster (2)
- Show & Sell Banner
- Military Donation Receipts
- Goal Setting Program Planner
- Popcorn System Info & Unit Checklist
- Scout Registration & Webpage Setup
- Trail's End Selling App Flyer

**FORGE NEW TRAILS IN FUNDRAISING**  
2016 MYSCOUT ADVENTURES SALES TRACKER TRAILS-END.COM

**Trail's End MYSCOUT ADVENTURES**

**TRACK YOUR PROGRESS**

100%
90%
80%
70%
60%
50%
40%
30%
20%
10%

**SET YOUR SALES GOAL:**  
\$ \_\_\_\_\_

Map out your trek to the top of your sales tracker.

- 1 Work with your leader to set your Sales Goal
- 2 Post your Goal Setting poster on your refrigerator or bulletin board
- 3 Color the mountain peak to mark your progress toward your Sales Goal
- 4 Turn over your poster and learn how selling popcorn can help you advance in Scouting!

**CHECKPOINT CHALLENGE**  
SCOUT SALES TRACKER

**Trail's End**

**MORE FLAVOR IS AT YOUR FINGERTIPS.**

Purchase Trail's End products online anytime.  
**TRAILS-END.COM**

Please enter your Scout's ID with your order.

NAME \_\_\_\_\_

ONLINE SCOUT ID \_\_\_\_\_ UNIT NAME \_\_\_\_\_



# **Unit Popcorn** Information & Registration

[www.AlamoAreaBSA.org/Popcorn](http://www.AlamoAreaBSA.org/Popcorn)

**UNIT REGISTRATION**

**BASS PRO LOTTERY**

**SHOW & SELL PICKUP TIME**



# FIND YOUR FLAVOR, FUND AN ADVENTURE



Over **73%** goes to **LOCAL SCOUTING!**



# QUESTIONS? COMMENTS?

Contact Your District Kernel, Stephanie,  
Deb, or Amber.

**WE ARE HERE TO HELP YOU GO...**

**BEYOND THE STARS!!!**



**THANK YOU FOR  
ATTENDING**

**&**

**HAVE A STELLAR  
SALE!**