2019 Popcorn PARENT TOOLS

NEW Trail’s End APP

- Council is requiring Units to use the new Trail’s End Scout app.
- No more need for the paper Take Order forms! Use the paper Take Order form as a menu for customers to look at, but enter all sales into the app.
- Download from your app store. Apple App Store & Google Play
- If your Scout does not already have an online account with Trail’s End, create one at www.trails-end.com/registration.
- If you have multiple Scouts selling popcorn- create an account for each Scout with their own unique username. You can use the same email address for all accounts.
- Only Scouts with a Trail’s End account can log into the Trail’s End app.

The APP allows you to...

- set and track your Scout’s sales goal.
- sign up for Show & Sell shifts.
- view popcorn inventory checked out to your Scout.
- track your Scout’s online sales. Including where customers are located!
- accept credit cards!! With or without a Square reader!
- manage your Scout’s Trail’s End rewards.
- share your Scout’s popcorn page on social media, if you choose.
- watch training videos.
- Only Scouts with a Trail’s End account can log into the Trail’s End app.
SCOUT INCENTIVES
NEW for 2019 → Scout-Designed Prize Program

Scouts can design their own prize program by selecting what they want on Amazon.com.

Prizes are shipped directly to the Scout’s home.
Note: Your Unit account must be paid in full before your Unit’s Gift Cards will be approved by Council.

Amazon Gift Cards are managed and digitally redeemed by the Scout through Trail’s End using the Trail’s End App.

Council Specific Bonus Prize

POPCORN PATCH
Sell at least $25 in popcorn and receive the Council Popcorn Patch. Sell online and receive the Online Sales patch piece.

$600 CLUB WEEKLY DRAWINGS
Sell $600 (and in $600 increments beyond $600) and be entered for a chance to win a $50 Scout Shop Gift Card.

$750 CLUB
Sell $750, or more, and receive a special dry-fit t-shirt!

TOP SELLERS
Special prizes or events for top selling Units and Scouts.

DID YOU KNOW?
All online orders ship FREE!

Council popcorn website: alamoareabsa.org/resources/popcorn

TIPS FOR A SUCCESSFUL SALE

- Establish GOALS – Scouts need goals. Scouts (and Units) with goals outperform those without goals.

- Be familiar with and use the Trail’s End Scout app

- Sell Scouting, NOT popcorn!

- Set up your Trail’s End Scout page – share it on social media and with family and friends.
  - If you have multiple Scouts selling popcorn, each Scout should have his/her own Trail’s End online account.

- Practice your sale’s pitch. Be sure to tell your customers why you are selling popcorn and how the money will be used.

- Always wear your Class A uniform.

- Know all the flavors of popcorn products you are selling. Know which one is your favorite.

- Always be Scout-like, polite, and courteous. Wear a smile and introduce yourself. You are the face of your Unit and of Scouting.

- Don’t get discouraged – not everyone will say yes. The more people you ask, the more popcorn you will sell. Focus on your goal and celebrate milestones.

- Always say THANK YOU! Every time.

- Keep accurate records – Collect money when popcorn is ordered.

- Write Thank You notes to your Take Order customers.

Trail’s End Scholarship

Scouts who sell at least $2,500 worth of popcorn in any calendar year will receive 6% of their total sales invested in their own college scholarship account.

Once a Scout is enrolled, 6% of their sales each subsequent year will be added to their account. Scouts only need to hit the $2,500 minimum during the qualifying year. *Forms must be submitted the qualifying year and every year thereafter.