

# Pack 828

## 2023



# Why Popcorn?



**Fund our entire year of Scouting with just one fundraiser!**

Fund your unit's program

- Overnight camp fees
- Patches & Awards
- Pinewood Derby
- Unit Adventures
- Unit Supplies & Equipment

Character development

Awesome Rewards

Improve our camps and council resources

More adventures, less time fundraising!

- In 2022 we had 39 scouts participate in popcorn sales!
- We sold **\$21,836**
- We also ranked #11 out of 20 units in the GG Council
- Scouts averaged \$624 in sales

# 2023 GGAC Commissions



We have a pack budget goal to raise \$9k  
Target popcorn sales goal of \$28k

Base 28%

Attend KO 4%

Growth Over 2022 2%

Above & Beyond 2%

**TOTAL POSSIBLE 36%**

**Online Sales 33%**

\* Need to sell more than \$21,836

**Last years data:**

## TOTAL SALES



**STOREFRONT**  
\$12,302  
(56%)



**WAGON**  
\$6,381  
(29%)



**ONLINE**  
\$3,153  
(14%)



## Fall 2023 Popcorn Sale Dates

### SEPTEMBER –

Shifts in 2-hour blocks with two scouts

Can sign up for two shifts between now and 1<sup>st</sup> weekend.

If we have gaps in second weekend, you can sign up for more

**September 9<sup>th</sup>, 10<sup>th</sup> Store Front Sales**

**September 15<sup>th</sup>, 16<sup>th</sup> & 17<sup>th</sup> Store Front Sales**

### OCTOBER

**October 30th Take Orders Due**

### NOVEMBER

**November 11<sup>th</sup> Take Order Pickup**

# WAYS TO SELL



## STOREFRONT SALES

- Leverage high foot traffic retailers
- Reserved by Unit Leaders
- Sign up to sell in person at a store
- \$162 per hour National average
- One parent and one Scout cover more hours
- Set your storefront split method in the Leader Portal before storefront sales begin

\*Parents will need to pick up inventory, set up, brake down table and return to Marlowe's home

## WAGON SALES

- Any 'Face to Face' sale not at a storefront.
- Deliver product to your family, friends and neighbors' homes
- Ask parents to ask their co-workers
- Mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, and deliver products
- Undelivered: Take order and deliver products later
- Always have an adult with you

\*Contact Marlowe at 510-514-4291

## ONLINE DIRECT

- Ship direct to your customers
- Record in the app
- Share your page via email, text, social media or QR code
- No handling of products or cash
- \$65 Average Order
- Products & prices may vary
- Shipping/Tax may apply
- Available year-round

TRAIL'S END 2023

# TRADITIONAL PRODUCTS



Sweet and Salty  
Kettle Corn

**\$15**



Popping Corn

**\$15**



White Cheddar  
Popcorn

**\$20**



S'mores  
Popcorn

**\$25**



\*Chocolatey Pretzels available for Take Order only;  
ALL others available for both Show & Sell and Take Order.

Unbelievable  
Butter Microwave  
Popcorn

**\$25**



Salted  
Caramel Corn

**\$25**



Chocolatey  
Pretzels

**\$30**



Sea Salt  
Popcorn

**\$50**





# ONLINE ASSORTMENT

[www.trails-end.com](http://www.trails-end.com)

*Trail's End®*



Road Trip Variety Pack



Movie Night Bundle



Picnic Bundle



Let's Go Hiking Bundle



Ultimate Snack Pack



Game Night Bundle



## LIMITED TIME OFFERINGS:

Snowflake Pretzels 7 oz \$35

Peppermint Bark 9 oz \$40

Dark Choc Sea Salt Caramels 10.5 oz \$35

Chocolate Lovers Bundle \$95

Chocolate Trio Bundle \$110

*\*Products & Pricing are subject to change*

# REWARDS



Record all sales via the App to qualify

Scouts earn points

- 1.25 points for every \$1 sold app credit card and online
- 1 point for every \$1 sold app cash

Receive an Amazon e-gift card

Scouts choose prize(s) from Amazon.com

We will have pack rewards on top of TE awards

- Announced at later date



POINTS	GIFT CARD
17,500	10% of total sale
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!  
EASIER!**



Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees. Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.

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# TRAIL'S END APP



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

- Online Direct
  - Share your Virtual Store Page
  - Record in-person sales in the App
- Wagon Sales
  - Door-to-Door
  - At your parents' workplace
  - Deliver now, or later
- Storefronts / Booths

Text **APP** to **62771** to download the Trail's End App  
When registering your scout connect by our pack by selecting the following:

- Select Council – Golden Gate Council
- Select District – Meridian
- Select Unit – Pack 0828

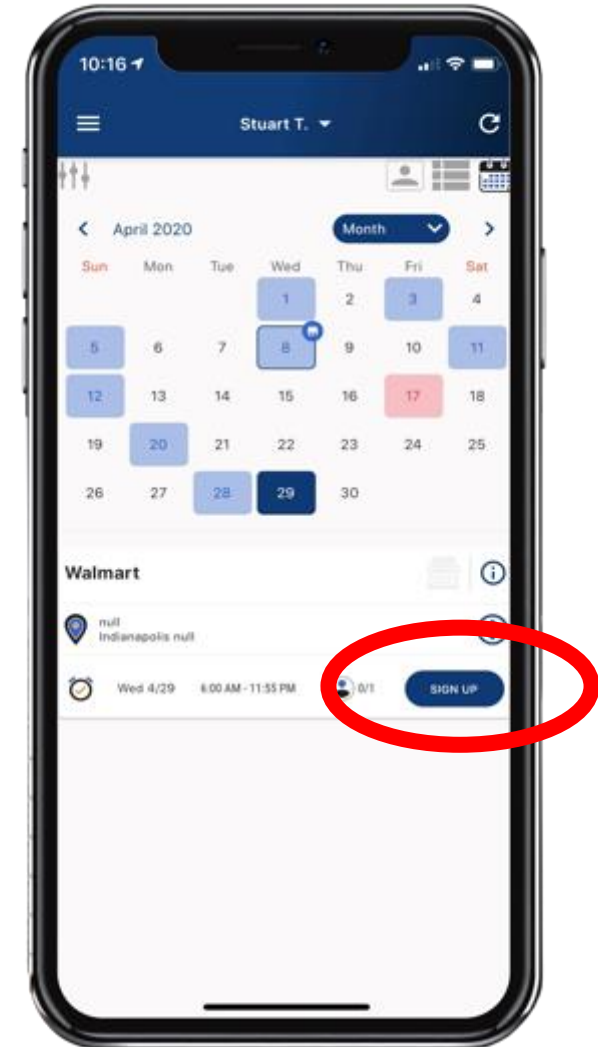


# STOREFRONTS



## Parents Sign up for at least 4 storefront shifts!

- Scouts sign up for shifts in Trails End APP
- 2 scouts per shift plus 2 parents
- Each shift is 2 hours
- Record ALL sales in the Trail's End App
  - **NEW:** Text order to customer to complete purchase on their phone to keep a social distance
- Remember to tell customers, "We prefer credit/debit!"
  - Customers spent 27% more with credit cards versus cash in 2019
  - *Be sure to wait until you see that the transaction is complete before you leave.*



CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

# GET READY TO SELL



## Sell More Perfect Your Sales Pitch

- Big smile, make eye contact, introduce yourself, and which pack you are a part of

***“Hello, I’m [Your First Name] from [Pack#]”***

- Let people know your goals

***“I’m earning my way to [adventure or summer camp]”***

- Close your sale

***“Can I count on your support today?”***

- Thank your customer and end your sale

***“Thank you, we prefer credit / debit payment”***

## Look Sharp, Be Prepared

- Always wear your Class A field uniform
- Always speak clearly and say, “Thank you!”
- Download the app and login in advance
- Grow your sales by asking every customer
- Know your products
- Be ready to answer “What is your favorite flavor and why?”
- Ask the customer for their support of your Scouting activities.
- Tell your customer what being a Scout means to you

**TIP: Visit the app training section: How to guides, tips, and resources**



# Online Sales



- **FREE SHIPPING** on orders over \$65.
- For Orders **under** \$65, a \$10.99 flat handling fee applies
- For Orders with **MW** or **Popping Corn**, \$3 charge per item.
- Scouts and leaders **don't handle** products or cash.
- Average order is **\$63** vs \$28 traditional.
- As many **traditional** products and prices as possible.
- **\*NEW** Online Direct feature where Scouts can take an online order in the app that ships directly to the customer. No return trip needed.
- **\*NEW** AutoShare feature enabling Scouts to manage their online sales campaign.

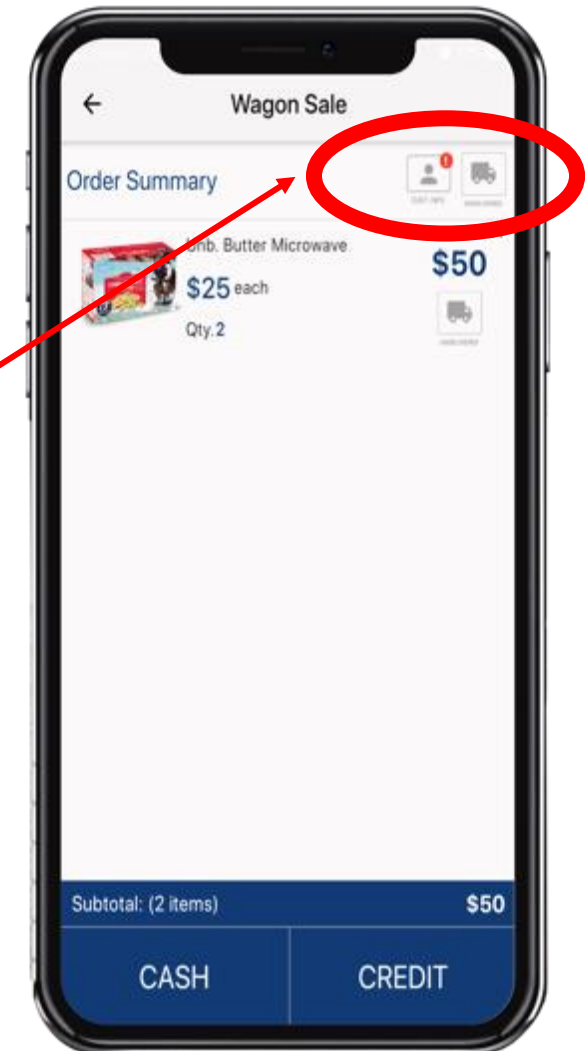


# WAGON SALES



## You can start taking orders now!

- Sell door-to-door
  - Visit 30 homes in your neighborhood
- Record ALL sales in the Trail's End App
  - Be sure to mark orders as Undelivered or Delivered
  - **NEW:** Text order to customer to complete purchase on their phone to keep a social distance
- Sell to friends & family
- Ask parents to sell at work
- *Be sure to wait until you see that the transaction is complete before you leave.*



# Thank You Parents and Scouts



## UNIT CONTACT INFO

Marlowe Dias

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(510) 514-4291

Do Your  
Best

