

# Pack 828

## 2024

I'M JUST  
HERE  
FOR THE  
POPCORN





# 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 – hockey, baseball
- Unit Supplies & Equipment

Character development

Awesome Rewards

Improve our camps and council resources

More adventures, less time fundraising!

- In 2023 we had 39 scouts participate in popcorn sales!
- We sold **\$28,292**
- We also ranked #11 out of 20 units in the GG Council
- Scouts averaged \$624 in sales



# 2024 GGAC Commissions

*Trail's End*<sup>®</sup>



We have a pack budget goal to raise \$9k

Target popcorn sales goal of \$30k

**We need 100% scout participation**

Base	28%
Attend Kick Off	4%
Tier 1 over \$40k is 5% or Tier 2 over \$15k is 2%	

Total Possible either 37% or 34%

**Last years data:**

TOTAL SALES: **\$28,292**

## TOTAL SALES



STOREFRONT

\$21,592

(76%)



WAGON

\$3,384

(12%)



ONLINE

\$3,316

(12%)

## RANKINGS



District  
#8 SALES

Council  
#57 SALES

National  
#15036 SALES

## AVERAGE SALES PER SCOUT



**\$673.62**

# Golden Gate Area Council



## PREPARE

**Download the App →**

New Scouts: register an account

- Use your zip code or Trail's End Unit Code **P33ZC**
- You can use one email for multiple accounts

Returning Scouts: sign in using your 2023 username

Families: click name dropdown at top of screen to switch between accounts in the App



## Fall 2024 Popcorn Sale Dates

### SEPTEMBER –

Shifts in 2-hour blocks with two scouts

Can sign up now in TE App – Unit Code is **P33ZC**

**September 6<sup>th</sup>, 7<sup>th</sup>, 8<sup>th</sup> Store Front Sales**

**September 13<sup>th</sup>, 14<sup>th</sup> & 15<sup>th</sup> Store Front Sales**

### OCTOBER

**October 30<sup>th</sup> Take Orders Due**

### NOVEMBER

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

We can accommodate your schedule and create store fronts for you and your scout beyond Sept 15<sup>th</sup>. Just contact **Marlowe at 510-514-4291**





# WAYS TO SELL

*Trail's End*®

## STOREFRONT SALES

- Leverage high foot traffic retailers
- Reserved by Parents in TE App
- Sign up to sell in person at a store
- \$162 per hour National average
- Some high traffic site will have max of 2 scouts while others will have one scout

\*Parents will need to pick up inventory, set up, break down table and return to Marlowe's home at 910 Regalo Way

## 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 if you want to check out product 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

# Storefront Best Practices

## One Scout and their Parent - **Making \$500/hour a Reality!**

### Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 6-foot table & banner
- Cash box with small bills.
- Scout should use the restroom before shift.
- Place products highest to lowest.
- NEVER put prices on table.

### Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

### Parent Role

- Encourage your Scout to keep asking. No's happen, that's okay!
- Handle table and products setup.
- Stand and thank everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.

TRAIL'S END 2024

# TRADITIONAL PRODUCTS

*Trail's End®*





# REWARDS



Scouts accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

## EARN POINTS

### App Credit/Debit Card & Online

1.25 pts per \$1 sold

Trail's End pays all transaction fees!

### Cash

1 pt per \$1 sold

### Parent Pay Now (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash

## Bonuses

- **Sell \$500/hour per Scout** for any 2 hour storefront shift or longer (July 1 – Dec 15) and earn 0.5 bonus points per \$1 sold. To qualify, Unit must select – One Scout per shift split method.
- **Sell \$250+ online** (July 1 – Aug 31) and earn 100 bonus points.

POINTS	GIFT CARD
17,500+	10% of Points
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

We will announce pack rewards on top of TE awards

- Announced at later date



Scout  
Rewards

Trail's End®  
Scout Fundraising

# COUNCIL REWARDS



GGAC Council Camp (Royaneh/Wolfeboro/Wente) Discounts – **For AOL's bridging onto BSA Scouts there is a next year summer camp discount.** A week of overnight camp is @ \$750. Last year **3** scouts earned camp discounts!!

- \$1,000 in sales for 25% discount
- \$2,000 in sales for 50% discount
- \$3,500 in sales for 100% discount

Ex: BSA Scout (Troops only) sells \$2000 in popcorn. They receive a 50% discount for summer camp and use their commission % to pay the rest.

## Cub Scout Incentives

- Instant Reward: Cub Scouts that sell \$1400 will receive an additional \$15 Amazon gift card from the Council

# 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 to our pack by selecting using our unit code P33ZC

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



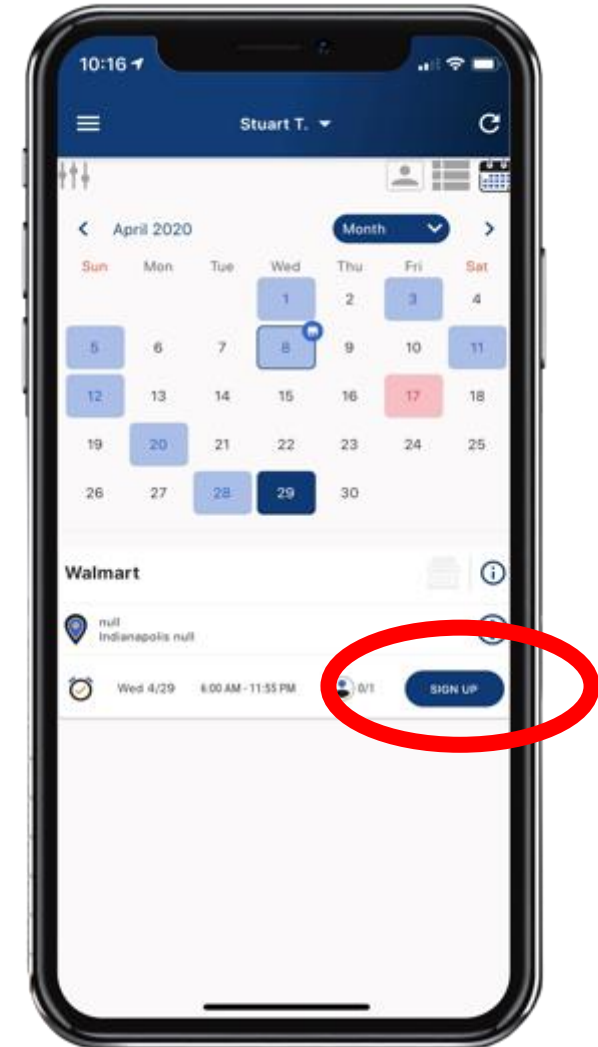


# STOREFRONTS



## Parents Sign up for at least 4 storefront shifts! Need 100% participation

- Scouts sign up for shifts in Trails End APP
- 2 scouts per shift plus 2 parents – slow moving sites will have 1 scout and one parent
- Each shift is 2 hours – always arrive 15 min prior to your shift
- Call me if you don't find a date and time that works for you
- 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 spend 27% more with credit cards versus cash
  - *Be sure to wait until you see that the transaction is complete before you leave.*



# Credit Card

## Credit is Best for Scouts

- **Safer, easier & higher sales for Scouts!**
- Trail's End pays all fees!
- Ways to accept credit in App:
  - Square Bluetooth - contactless cards, chip cards, Apple Pay & Google Pay
  - Square Swipers: Lighting (Apple) & Headphone jack (Android)
  - Manual Entry (no reader): type card
  - Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!



**NEW**

## Cash to Credit

### Parents

- Use their card and keep the cash.
- Available at end of shift (up to 30 minutes after).
- Scouts earn more Rewards.

### Leaders

- Use their card and keep the cash.
- Available after shift until 2:59am ET.
- Scouts earn more Rewards.





# Online Best Practices

**Trail's End®**  
Scout Fundraising

## Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products online.

## Customize Page

- Upload a profile picture.
- Write a description - "Tell your customers why they should support Scout fundraising."
- Select your favorite product.

## Share

- Share your online fundraising page link with family and friends!
- Use the App to post on social, send emails and texts & generate a QR code.
- Follow-up with customers who have not bought.





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 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**

# GET READY TO SELL

*Trail's End*®





# Thank You Parents and Scouts



## UNIT CONTACT INFO

Marlowe Dias

[marlowebonds@yahoo.com](mailto:marlowebonds@yahoo.com)

(510) 514-4291

Plus 2 new leaders in training!!

Vandana Kuncham

Thejaswini Sunil



Over 73% goes to local Scouting

## SUPPORT LOCAL SCOUTING

SERVICE ♦ ADVENTURE ♦ LEADERSHIP

WE ACCEPT CREDIT CARDS



Do Your Best

