

CHOCTAW AREA COUNCIL

Fall 2016 Kickoff Presentation





THANK YOU!

Since 1980, Trail's End has partnered with local councils to help councils, units, and Scouts raise the money needed for a quality and enjoyable Scouting program.

Over \$4 Billion has been raised for Scouting since the first sale 35 years ago.

We appreciate the partnership.



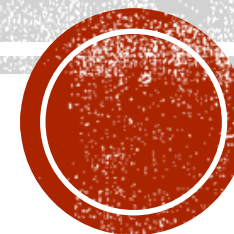


DOOR PRIZES

When you see
this picture,
make some
noise ...
just like these
Wolves!



THE WHO



IT'S FOR THE BOYS!



Boys stay in Scouting longer when they have a **QUALITY PROGRAM** to enjoy with their friends.

That is what we're raising funds for...

so you and your fellow Unit Leaders, don't have to chase families down for money all year long or charge expensive dues.





EARN YOUR WAY IN SCOUTING

- Character Development
 - Gain Confidence
 - Goal Setting
- Money Management
 - Life Lessons
 - Public Speaking



THE WHY



IDEAL YEAR OF SCOUTING



It is our goal to be able you provide a year-round, quality Scouting program through **proper planning, budgeting,** and **goal setting** to provide Scouts an

Experience of a Lifetime.

- Why did you get involved in Scouting?
 - What do Scouts want to do?



IDEAL YEAR OF SCOUTING



Plan Unit's program year:

- Get Scouts engaged ... it's **THEIR** program
 - Scout families **ENJOY** an organized Unit
1. Determine the **budget**
 2. Set the **goal** ... for the Unit and each Scout
 3. Have a thought-out **communication** plan
 4. Obtain funds from **one fundraiser**
 5. Enjoy the planned activities and **HAVE A TERRIFIC YEAR!**



MESSAGE TO SCOUT PARENTS



- No out-of-pocket-expenses
- One fundraiser a year (More time enjoying Scouting)
- Scouts ...
 - Earn their own way
 - Learn life lessons and responsibility
- All Scouts will enjoy the Unit's program.
- Consumers motivated to buy based on the cause.
- Confidence that communities WANT to support Scouting. They will IF we ask them.
- We are NOT selling Popcorn. What are we selling?

Thoughts...



WE ARE SELLING ADVENTURES



Consumers are
2x more likely
to support a
cause they
believe in!




EARN MONEY FOR COLLEGE



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.

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! 



THE ESSENTIALS





BEST PRACTICES

- Set Goals
- Unit Incentives
- Unit Kickoff Party
- Communicate
- Recruit a Team

HAVE FUN!



SET GOALS



- Set goals both your unit and each Scout.
- Scouts who set goals sell **twice as much** as Scouts who don't ... same is true for units.
- Goals based on your **budget**.
- Have regular communications with Scouts to see how they're doing.

Sales Goal Worksheet							
Budget Goal	\$ 6,000.00	divided by	30%	Unit Commission	=	\$ 20,000.00	Unit Sales Goal
Sales Goal	\$ 20,000.00	divided by	30	Number of Scouts	=	\$ 667	Scout Goal
Scout Goal	\$ 667.00	divided by	17.5	Avg. Price per Container	=	38	Container Goal



UNIT KICKOFF PARTY



- The single most important thing is...

YOUR ENTHUSIASM!

- If it's not you, then find that person!
- Dress up the room, pop some corn.
- Have games to play as soon as they arrive.
- Role play a sale. Show how not to do it. Then let Scouts do it right.
- Families should walk out excited, informed, and ready to sell!



UNIT KICKOFF PARTY



- **MAKE IT FUN!**
- Play games, have snacks, offer door prizes, etc.
- Review the following...
 - Planned unit activities
 - Costs for activities and for the year
 - Sales goal for every Scout
 - Demonstrate how a Scout can earn his own way
 - The selling methods
 - Safety tips
 - Incentives and prizes



UNIT INCENTIVES



- Scouting activities THEY decided on
- Experiences: Field trips, Camping, Sporting events, etc.
- “Little Things” for selling \$100, \$200, \$300, etc.
- Fishing poles and gear
- Camping equipment
- Game Trucks / Gift Cards
- Pizza party & Ice Cream socials
- Pie in the Face →
- Ask your Scouts what they want ... you might be surprised!



COMMUNICATE

- How to sell safely.
- The Kickoff Party
- Tools on sell.trails-end.com.
- **Weekly or bi-weekly emails.**
- Talk popcorn at all Unit meetings.
- Post a Sale Tracker / Thermometer.
- Keep momentum going
Provide encouragement.

RECRUIT A TEAM

- Many hands make light work (and reduce frustration)
- Ask help with...
 - **The Kickoff Party** – Enthusiastic Parent.
 - **Distribution** – Parent with Vehicle Space
 - **Communication** – Parent with good writing skills
 - **Storefront Sales** – Parent with time to talk to businesses
 - **Popcorn Chief (Troops/Crews)**
A Scout with a “Position of Responsibility” to Co-Kernel. (Also work on Salesmanship Merit Badge.)



HELPFUL RESOURCES



- Visit sell.trails-end.com after Kickoff for more ideas and resources!

- Download and Customize the following:
 - Program Planning **Spreadsheet**
 - Scout **Incentive** Handout
 - Unit Kickoff **Presentation**
 - Parent **Handout**
 - Product and Promotional **Images**
 - **Selling Tools** – Posters, Scout Business Cards, etc.

The image shows a form titled "Trail's End 2016 Popcorn Sale" for "PACK 123". The form includes sections for "Important dates", "Unit Popcorn Kickoff" (with fields for date, time, and location), "Money turn in date" (with fields for date and location), "Goals" (with fields for unit and individual Scout sales goals), "We plan to use the money we raise to do the following things:" (with three numbered lines), "Our unit's \$600 Club rewards will be:" (with three numbered lines), and "Have questions -- need more information?" (with fields for contact, email, and phone).



THE HOW





WAYS TO SELL

Storefront

Door-to-Door

Online Sales

Family & Friends

Co-Workers

Church Congregation

Sporting Events



SCOUT SALE SCRIPT



- Hi, my name is _____ (first name only).
- I'm a Scout with Pack/Troop/Crew _____ here in _____ (city/town).
- I am raising funds to earn my way to Scout Camp next summer (or other big adventure).

(Hand the customer the order form and a pen, and point out your favorite flavor. Consider recommending a \$20 or more item.)

- You'll support me, won't you?

Practice, practice, practice!

The most successful sellers can recite this in their sleep.



STOREFRONT SALES

also known as Show and Sell



- Contact stores several weeks in advance.
- Assign Scouts (2-4) and parents in 2 hour blocks.
- Keep Scouts engaged ... not sitting or staying behind the table.
(1 x Behind Table, 2 x Store Exit, 1 Resting – Rotate every 10-15 minutes)
- DO NOT open up microwave boxes.
- Create and display banners & signs. Best signs are made by Scouts that show community involvement and to highlight Scout program.
- Divide equally among participating Scouts.
- Apply any donations towards military sales. (Tell the customers that, too!)
- Use leftover product to fulfill Take Order.



STOREFRONT SALES

also known as Show and Sell



Thank You & Reorder Cards for Customers.

Display and Scout NOT blocking doorway.

Sigs showing Scouting Activities

Product stacked neatly.



Smiling Scout in Full Uniform

Area Clean



DOOR-TO-DOOR

also known as Take Order



- Practice script with Scouts.
- Scouts start with their own street, expand outward.
- “Blitz Day” - Sell as a Unit, Den, or Patrol
 - Have a Mystery House in neighborhood, gift card to whoever knocks there first.
- Always wear their Class A uniform
- New Mobile “Take Order” App.
- Set “time goals” or “neighborhood goals.”

INTERESTING FACT

Two out of three people will buy when asked, but **less than 20%** of households are contacted every Fall.



DOOR-TO-DOOR WITH PRODUCT

also known as Show and Deliver



- Advantages of door-to-door
- Won't need to return and deliver.
- Wagon, cart, or vehicle with popcorn ... but not every flavor.
- Take on mid-range flavors. Can still buy low and high-end off Take Order form.
- Still document customer on form. These are next years' customers!
- Door-to-door yields more sales per hour than any other sales method.



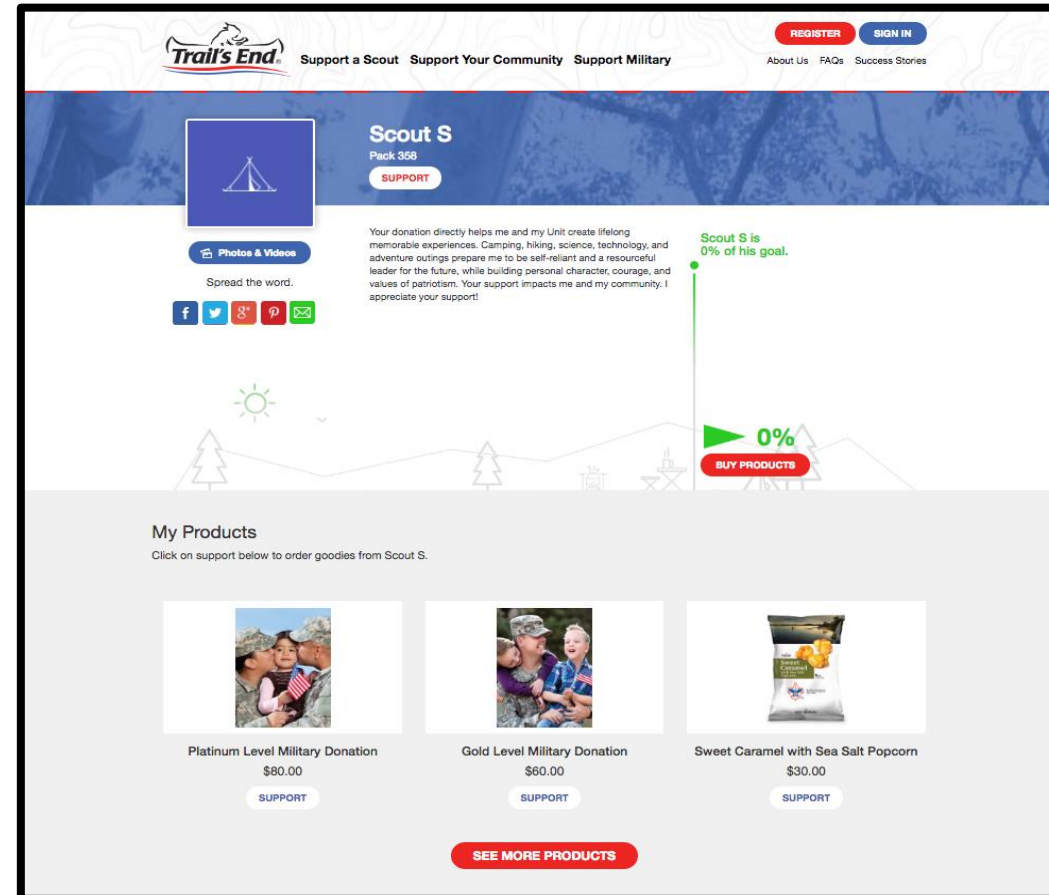
SELL ONLINE

UNITS EARN 50% COMMISSION!



New Online Selling System

- Scouts tell their story with personalized page:
 - Add photos and videos
 - Short bio about their Scouting adventures
 - Go viral! Send emails, texts, and post to social media.




SELL ONLINE

UNITS EARN 50% COMMISSION!





Experience John T. and his adventures



A little about the Unit I serve in...

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi maximus odio ac odio vehicula dignissim. Curabitur imperdiet odio non justo porttitor, id efficitur odio efficitur. Donec convallis risus eu consequat mattis. Vivamus cursus semper fringilla. In sit amet dolor sit amet arcu finibus posere vitae ut mi. Suspendisse potenti. Nulla mattis sem elementum urna venenatis mollis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi maximus odio ac odio vehicula dignissim. Curabitur imperdiet odio non justo porttitor, id efficitur odio efficitur. Donec convallis risus eu consequat mattis.



Trail's End

Home
About Us
FAQ's
Success Stories
National Information

Find a Scout
Community
Support Military

Quick & Easy

- **No Product Delivery**
Products ship directly to consumers.
- **No Money Collection**
Purchase with credit cards.
- **Minimal Time**
In addition to any other existing unit fundraiser.
- **Available Year Round**
Earn money when you need it!



SELL ONLINE

UNITS EARN 50% COMMISSION!



- Convenient for distant family and friends.
- Higher commission.
- Single Sign-On ... Syncs with Popcorn System
 - One login will get you all reports
 - One email address for families, but separate logins for each Scout
- Encourage Scouts to send at least 10 emails.
- Counts toward ALL Scout Rewards and Incentives!
(starting August 1 through your council's fall sale end date)
- \$7.50 flat-rate S & H, independent of zip code.
- FREE Shipping with 3 or more items.
- In 2015, the average online order was **\$48**.



ONLINE SALES PRODUCT MIX

Different products and prices from the Council's selection

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



A SCOUT'S PLAN TO SELL \$600...



Show your families how easy it is to hit their goal. It's as easy as 1, 2, 3!

\$200

1. Family, friends, parent co-workers, closest neighbors, etc. Online and Take Order

\$200

2. Participate in two storefront sales which average \$100 sales per shift.

+ \$200

3. Canvas Neighborhood: at an average of \$125/hour, achievable in 2 hours during evenings or weekend.

\$600



NEW THIS YEAR



THE COOLEST PATCH IN THE GALAXY

MILITARY PATCH

Make One Military Sale

TOP SELLER PIN

Sales Goal \$1,000

ONE OF EACH PATCH

Sell one of each product offered by your Council

ONLINE SALE PATCH

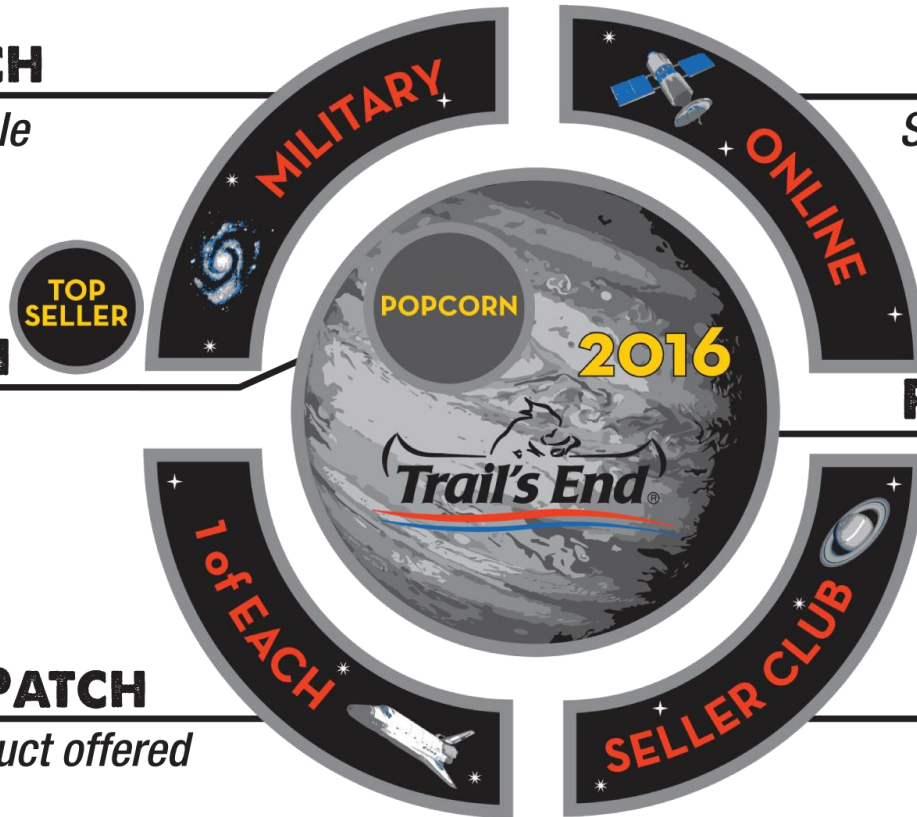
Sell One or More Product Online

PARTICIPATION PATCH

Sell One or More Product

SELLER CLUB PATCH

Sales Goal \$600



**COLLECT
ALL
6**



TRAIL MIX



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



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.



POPCORN SYSTEM

WHAT YOU NEED TO RUN YOUR SALE...



User Friendly

- Built with latest technology to ensure functionality is current and intuitive.

Single Sign-On

- Syncs with online selling system and digital take order form.

Enhanced Reporting

- Improved reporting based on your feedback - including online sales.

Mobile Enabled

- Access everything you need from your Smartphone.

Stick around afterwards for a step-by-step tutorial on how to use the new Popcorn System.

A screenshot of the Trail's End Popcorn System login page. At the top is the Trail's End logo, which includes a silhouette of a horse and rider. Below the logo is the text "POPCORN SYSTEM". There are two input fields: "Username" and "Password". Below these fields is a blue "SIGN IN" button. At the bottom left, there is a checkbox labeled "Stay signed in". At the bottom right, there is a link labeled "Need help?".

REMEMBER...

WE ARE SELLING ADVENTURES



Consumers want to know how their donation will help the charity or cause. One way to make a connection with customers is to have beneficiaries of the cause tell their stories.





SALE LOGISTICS



PRODUCT LINE



Premium Caramel Corn
with Almonds, Cashews &
Pecans - \$20



White Cheddar Cheese
\$15



White Chocolatey
Pretzels
\$25



Classic Caramel Corn
\$10



Chocolatey Caramel
Crunch Tin
\$25
(new design)



Classic Trail Mix
\$20
(New Product)



PRODUCT LINE



Classic Trail Mix
\$20
(New Product)



PRODUCT LINE



Chocolatey
Caramel
Crunch Tin
\$25

New Tins Designs



PRODUCT LINE



Kettle Corn - 18 Pack
\$25



Unbelievable Butter - 18 Pack
\$20



Butter Light - 18 Pack
\$20



PRODUCT LINE



Chocolate Lover's Collection
Tin - \$55



Sweet & Savory Collection
Tin - \$45



Cheese Lover's Collection
Tin - \$35



DATES TO REMEMBER



Popcorn Kickoff and Sales Training	Thursday, September 1, 2016
Show and Sell Orders due Council	Friday, September 2, 2016
Show and Sell Delivery to Warehouse	Wednesday, September 14, 2016
Show and Sell Order Distribution to Units (MS Power)	Friday, September 16, 2016
Show and Sell Sales Begin	Friday, September 16, 2016
Show and Sell Ends	Sunday, October 23, 2016
Take order Sale Begins	Unit Kickoff after Council Kickoff
Take Order Sales due to Council	Wednesday, October 26, 2016
Show and Sell Returns and Dollars due	Wednesday, October 26, 2016
Take Order Delivery to Warehouse	Wednesday, November 9, 2016
Take Order Distribution Date (MS Power)	Friday, November 11, 2016
Take Order Dollars due	Friday, December 09, 201



PRIZES AND INCENTIVES



\$1,500 Trail's End Bonus Prize for Popcorn Sellers
Each Scout that sells \$1,500 or more of popcorn will receive an additional prize from Trail's End. Scouts will get a \$50 Wal-Mart Gift Card

On-Line Sells Incentive (NEW)

For every Scout who sells at least \$50 online, he will be entered to win \$100.00 Cash

STAY ON TRACK FOR COLLEGE (NEW)

Sell \$2,500 in any calendar year and receive 6% of your total sales invested in your own Trail's End Scholarship account. You can then add to it each year when you sell.

Parent Incentives for Scouts

Parents can earn free Summer Camping for Cub Scouts, Webelos, or Boy Scouts. Webelos II must earn the Boy Scout Incentive.

- ✓ Cub Scouts who sell over \$750.00 (new lower amount) earn a FREE Cub Scout Day Camp at Camp Binachi (\$75.00 Value)
- ✓ Boy Scout Summer Camp free week (\$1500.00 in Sales) must be Boy Scout or second year Webelos. Only good for Early Bird Fees. (\$225.00 Value)

Valid only at Choctaw Area Council Camps for the summer of 2017 - Non-transferable.

SPIN IT TO WIN IT PARTY (NEW)

The top 75 Scouts selling in Fall 2016 will be invited to a Party hosted by the Choctaw Area Council that will be loaded with prizes. Besides food and drinks, each of the 75 Scouts will get to spin a wheel and choose from many valuable prizes. The Scout with the top sells will get to spin first and then it will go downward according to sells. Lots of really nice prizes. This party will be held the first of the new year.



UNIT KICKOFF KIT



GOOD LUCK AND HAVE FUN!

