Golden Empire Council

2020 Fall Sale Updates
GEC 2019 Popcorn Sales

$969,651
Increase of $73,513
Growth over 2018 – 8%
Congrats!
<table>
<thead>
<tr>
<th>District</th>
<th>Unit</th>
<th>Scout</th>
<th>Total $'s</th>
<th>GC Amt$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discovery</td>
<td>Pack 37</td>
<td>Johnny F</td>
<td>$2,992.50</td>
<td>$150.00</td>
</tr>
<tr>
<td>Pioneer Express</td>
<td>Pack 447</td>
<td>Amanda T</td>
<td>$3,003.33</td>
<td>$150.00</td>
</tr>
<tr>
<td>Gold Country</td>
<td>Pack 6</td>
<td>Joseph C</td>
<td>$3,050.00</td>
<td>$150.00</td>
</tr>
<tr>
<td>El Dorado</td>
<td>Pack 735</td>
<td>Caleb L</td>
<td>$3,067.97</td>
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<tr>
<td>Yolano</td>
<td>Pack 166</td>
<td>Emilio L</td>
<td>$3,508.41</td>
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<tr>
<td>Discovery</td>
<td>Troop 828</td>
<td>Michael F</td>
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<tr>
<td>Buttes Area</td>
<td>Pack 46</td>
<td>Ciaran S</td>
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<tr>
<td>Pioneer Express</td>
<td>Pack 100</td>
<td>Edward M</td>
<td>$3,630.00</td>
<td>$225.00</td>
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## Top Selling Scouts 2019

<table>
<thead>
<tr>
<th>District</th>
<th>Unit</th>
<th>Scout</th>
<th>Total $'s</th>
<th>GC Amt$</th>
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</thead>
<tbody>
<tr>
<td>El Dorado</td>
<td>Pack 117</td>
<td>Andrew M</td>
<td>$3,735.00</td>
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<tr>
<td>Discovery</td>
<td>Pack 112</td>
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<tr>
<td>Gold Country</td>
<td>Pack 23</td>
<td>Zack B</td>
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<td>$350.00</td>
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<tr>
<td>Discovery</td>
<td>Troop 29</td>
<td>Matthew G</td>
<td>$5,085.00</td>
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<tr>
<td>Discovery</td>
<td>Pack 112</td>
<td>Carl E</td>
<td>$5,297.50</td>
<td>$350.00</td>
</tr>
<tr>
<td>District</td>
<td>Unit</td>
<td>Scout</td>
<td>Total $'s</td>
<td>GC Amt$</td>
</tr>
<tr>
<td>-------------------</td>
<td>------------</td>
<td>----------</td>
<td>------------</td>
<td>---------</td>
</tr>
<tr>
<td>Gold Country</td>
<td>Pack 26</td>
<td>Nash N</td>
<td>$5,398.50</td>
<td>$350.00</td>
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<tr>
<td>El Dorado</td>
<td>Troop 700</td>
<td>Aiden M</td>
<td>$5,636.75</td>
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<tr>
<td>Northern Rivers</td>
<td>Troop 122</td>
<td>William W</td>
<td>$8,532.50</td>
<td>$550.00</td>
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<tr>
<td>Discovery</td>
<td>Pack 37</td>
<td>Liam S</td>
<td>$10,029.50</td>
<td>$800.00</td>
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</table>
#1 Selling Scout

<table>
<thead>
<tr>
<th>District</th>
<th>Unit</th>
<th>Scout</th>
<th>Total $'s</th>
<th>GC Amt$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital City</td>
<td>Troop 380</td>
<td>Nicky B</td>
<td>$11,600.00</td>
<td>$800.00</td>
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## GEC Top Selling Units 2019

<table>
<thead>
<tr>
<th>District</th>
<th>Unit</th>
<th>2019 Total $'s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discovery</td>
<td>Pack 37</td>
<td>$47,283</td>
</tr>
<tr>
<td>Discovery</td>
<td>Pack 112</td>
<td>$42,630</td>
</tr>
<tr>
<td>El Dorado</td>
<td>Pack 735</td>
<td>$41,356</td>
</tr>
<tr>
<td>El Dorado</td>
<td>Pack 1855</td>
<td>$34,575</td>
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<tr>
<td>Capital City</td>
<td>Troop 380</td>
<td>$34,485</td>
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<tr>
<td>Capital City</td>
<td>Pack 49</td>
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<tr>
<td>Discovery</td>
<td>Pack 1592</td>
<td>$29,643</td>
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<td>Discovery</td>
<td>Troop 828</td>
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<tr>
<td>El Dorado</td>
<td>Troop 1855</td>
<td>$23,182</td>
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<td>Discovery</td>
<td>Pack 1533</td>
<td>$21,426</td>
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<tr>
<td>Yolano</td>
<td>Pack 253</td>
<td>$20,216</td>
</tr>
</tbody>
</table>
How do we keep your Scouts safe?

How to Sell $1,000 Social Distancing
Sell for 8 hours, fund your entire year of Scouting!
Trail's End
How to Sell $1,000 Social Distancing
Sell for 8 hours, fund your entire year of Scouting!

STEP 1
Create a Trail's End account for your Scout.
- Text APP to 62771 to download the Trail's End App.

STEP 2
Make a list of 30+ people you know to ask for support.
- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (e.g. Facebook).

STEP 3
Draft your Scout's sales pitch.
- Example: Hi **customer's name**, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

STEP 4
Build your Scout's personalized fundraising page.
- Once signed into the app, go to Online Direct and then Manage Page.
  - Upload a picture of your Scout smiling, preferably in their Class A uniform.
  - Paste your sales pitch into the About Me section.
  - Select your Favorite Product.

STEP 5
Ask for support.
- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
  - For BEST results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
  - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

STEP 6
Ask for support in the neighborhood.
- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood.
- Use the cart sharing feature to remain socially distanced.

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!

Visit www.trails-end.com/onlineacademy for more tips, and FAQ.
ONLINE DIRECT

- Safe way for Scouts to sell
- Scouts earn ‘More Points’ towards TE Rewards
- Traditional products and prices
  - $10 opening price point
  - Shipping: $7.99 1st item / $.99 per additional item
- No handling of products/cash for Scout or unit
- New TE App Online Direct features:
  - Take Online Direct orders in the TE App
  - Text order to customer to complete purchase on their phone

Text MYPLAN to 62771 to download:
How to Sell $1,000 Social Distancing
Online Direct

HOW IT WORKS

TWO WAYS TO SELL ONLINE

SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

TAKE ONLINE DIRECT ORDERS IN THE APP

1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers
Start Selling Early

Trail’s End Online Direct unit promotion:
• Earn 5% of Online Direct sales in an Amazon.com gift card – Jul 1-Aug 15.
  • Unit must be registered by August 15, 2020 to qualify.
• Look for other Promotions throughout the months of July and August!

Scout Online Direct Entrepreneur Challenge
• The 1st 200 Scouts sell $2,500 or more through Online Direct from July 1 – August 15 will receive a $200 Amazon.com Gift Card.

Scouts can do ‘Take Order / Pre-Sales’ in July & August
• Sell in the App – take credit cards and earn ‘More Points’ towards your TE Rewards.
• Product to Units in August for pre-sales delivery.
Can my Scouts still sell using the Traditional Methods? (Storefront / Door to Door)

Yes!
Trail’s End App

Improvements Based Upon Leader Feedback
Faster...easier...simpler...time saver

• Rebuilt in Google Flutter.
• Faster Scout registration; Takes less than 1 minute.
• Checkout … 9 clicks to 4 by streamlining and eliminating extra steps.
• New **Online Direct** in TE App.
  • Sell face-to-face, swipe a card, ship online products directly to consumer.
• Consolidated Scout and storefront views, reporting and actions.
  • Fewer clicks to find information and take action.
  • Simpler inventory views by storefront and by Scout.
• Re-associate storefront orders between shifts for easier managing sale.

New enhancements are LIVE!
CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, “WE PREFER CREDIT/DEBIT”
It’s safer!
Trail’s End pays for all credit card fees!

• **Bigger Rewards** – Earn ‘More Points’ for credit card sales in the Trail’s End App
• **Safer** – Scouts don’t have to handle cash
• **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
• **Hardware** – Scouts can accept credit/debit with Square readers or manual entry
Key Benefits

- Free Credit Card Processing - Paid by Trail's End
- Real-time tracking and reporting of sales, inventory and storefront registrations
- **Families can turn in cash payments via credit card**
- System/calculated Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app as way to fundraise while social distancing

Proven Results

- Used by over 14,500 units & 160,000 Scouts
- Over 10% growth for units that recorded more than 75% of sales in the app in 2019
- Credit Card transactions averaged 27% higher than cash

Text **APP** to 62771 to download.
Text APP to 62771 to DOWNLOAD THE APP & START SELLING TODAY
ONE MINUTE to register your account!

Accept Debit & Credit Cards for FREE! No Reader Required.

Each Scout Must Have a Registered Account. Same Email Can Be Used For Multiple Accounts.

Record ALL of Your Sales in the App, Even Take Order Sales!
REGISTER YOUR UNIT!

Trail’s End

Let Us Know

Your Unit is Selling This Fall!

New to popcorn?
You create your Popcorn Kernel account as part of the commitment process.

Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*

*Unit must be registered to sell by no later than August 15, 2020 to qualify.

COMMIT NOW: www.trails-end.com/unit-registration
Every Question Asked…Every Question Answered!

Units that attended a Trail’s End webinar grew 11.2% on average in 2019.

Register to attend one of the webinars:
- $20k+ Top Selling Units
- $7.5k - $20k High Selling Units
- $0 - $7.5k Selling Units
- District Kernel Training

*The first 5,000 units to register for a webinar by August 1 will receive a $20 Amazon.com Gift Card (max 1 per unit). Attendance is required. Gift Cards will be emailed approximately one week after webinar attendance. Unit must have sold $7,500 or more in 2019 to qualify.

To view the full schedule & registration details:
Text WEBINAR to 62771 to Register!
Get your questions answered and share ideas between Unit Leaders across the country about the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community.

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail's End when your unit needs support and share ways Trail's End can serve your fundraising needs better.

Text **FACEBOOK** to 62771 to join!
TRAIL’S END REWARDS

New in 2020

- Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
- With changes to the way they sell, Scouts can earn more Rewards faster!
Traditional Products

OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS

Cheese Lover’s Collection
Over $22 to local Scouts*
Contains Milk
- White Cheddar Popcorn
- Blazin’ Hot Popcorn
Comes in a gift box.

$35

Salted Caramel Popcorn
Over $17 to local Scouts*
Contains Milk and Soy
$25

Blazin’ Hot Popcorn
Over $14 to local Scouts*
$20

White Cheddar Popcorn
Over $14 to local Scouts*
Contains Milk
$20

Unbelievable Butter™
Over $10 to local Scouts*
$15

Popping Corn Jar
Over $10 to local Scouts*
$15

Caramel Corn
Over $7 to local Scouts*
Contains Soy
$10

SUPPORT SCOUTS, THE MILITARY AND FIRST RESPONDERS WITH AN AMERICAN HEROES DONATION!
Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

Donation Levels

$50

$30

EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!
ONLINE EXCLUSIVES

- (2) Dark Chocolate Salted caramels
- (1) Chocolatey Caramel Crunch
- Chocolatey Caramel Crunch
- Unbelievable Butter (12pk)
Square Readers for Scouts – redeemed in the Trail’s End App beginning July 1:

- Scouts who sold $1,000 - $3,499 in 2019 will receive a Square reader (headphone or lightning)

- Scouts who sold $3,500+ in 2019 will receive a contactless Bluetooth reader
Commission for 2020
• 35% on ALL sales!

Key Dates for 2020
• 1st Order Date – Unit Orders Due Monday August 3rd
• 1st Order Delivery Date – Friday August 21st
WHAT NOW?

1. **JOIN** Facebook

2. **REGISTER** for a Webinar

3. **SHARE** Scout Promotions graphic to every Scout Family

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**JOIN Facebook**
A COMMUNITY OF SUPPORT FOR LEADERS WHERE YOUR QUESTIONS GET ANSWERED
- Text FACEBOOK to 62771 to join
- www.facebook.com/groups/TESPoppcornCommunity

**REGISTER for a Webinar**
UNITS THAT ATTENDED A TRAILS END WEBINAR GROWED 11.2% ON AVERAGE IN 2019
- Text WEBINAR to 62771 to register
- www.trails-end.com/webinars

**SHARE** the “**Scout Promotions**” graphic with all your Scout families
- Text SCOUTPROMOS to 62771 to download

UNITS EARN 5% OF ONLINE DIRECT SALES AS AN AMAZON.COM GIFT CARD - JULY 1 - AUGUST 15
*Unit must be registered to sell by no later than August 15, 2020 to qualify.
SHARE w/ ALL Scout Families!!

Start Your Popcorn Sale This Summer
with the NEW Online Direct

Safest way for Scouts to sell
- Text APP to 62771 to download the app and start today!

Scouts earn **DOUBLE POINTS** for Trail's End Rewards
- Text REWARDS to 62771 to download the prize flyer!

Free Shipping Promotions
- Free Shipping July 3 - 5 on ALL orders!

Scout Webinars
- Learn best practices, tips, and tricks from some of the Top Selling Scouts in the Nation.
- Text WEBINAR to 62771 to register!
Dave Hager
David.Hager@scouting.org
916 929-1417 x210

Karen Petersen
Karen.petersen@sbcglobal.net
916-873-3333

TE Customer Support
support@trails-end.com
Thank You!