

# 2023 Scout Popcorn Incentive Summary

## Download the Trail's End App and Register Your Scout



trails-end.com/app

## Key Dates

Aug 1:	Online sales begin	Oct 1:	4 <sup>th</sup> Weekly Prize Drawing cutoff date
Aug 25:	Popcorn available for unit pickup	Oct 8:	5 <sup>th</sup> Weekly Prize Drawing cutoff date
Sep 10:	1 <sup>st</sup> Weekly Prize Drawing cutoff date	Oct 15:	6 <sup>th</sup> Weekly Prize Drawing cutoff date
Sep 17:	2 <sup>nd</sup> Weekly Prize Drawing cutoff date	Oct 16:	Sale Ends
Sep 24:	3 <sup>rd</sup> Weekly Prize Drawing cutoff date	Nov 10:	Take Order available for unit pickup

Total Sales	Incentive Awards*	Drawing Date	Sales Period (includes online sales)	Prize (Sample Prize Schedule, subject to change)
\$17,500+	Amazon Gift Card worth 10% of total sales			
\$15,000	\$1,250 Amazon Gift Card			
\$12,000	\$1,000 Amazon Gift Card			
\$10,000	\$750 Amazon Gift Card			
\$7,500	\$550 Amazon Gift Card			
Top 10 Scouts	<b>Eagle Seller's Club:</b> Scout + four guest invited to recognition party at SpareTime Entertainment (Nov 18 from noon to 2pm)	#1 Sept 13 <sup>th</sup>	Aug 1 <sup>st</sup> to Sep 10 <sup>th</sup>	<ul style="list-style-type: none"> <li>4 tickets to ISU/Texas football game (Nov 18, 2023)</li> <li>First pitch at the Iowa Cubs plus 2 Blaze Pizzas</li> <li>4 BOGO tickets to Palms Theater (Waukee)</li> <li>\$100 Scout Shop gift card</li> </ul>
\$6,000	\$450 Amazon Gift Card	#2 Sept 20 <sup>th</sup>	Sep 11 <sup>th</sup> to Sep 17 <sup>th</sup>	<ul style="list-style-type: none"> <li>\$50 Fleet Farm gift card</li> <li>4 Free Blaze Pizzas</li> <li>4 BOGO tickets to Palms Theater (Waukee)</li> <li>\$100 Scout Shop gift card</li> </ul>
\$5,000	\$350 Amazon Gift Card	#3 Sept 27 <sup>th</sup>	Sep 18 <sup>th</sup> to Sep 24 <sup>th</sup>	<ul style="list-style-type: none"> <li>Glacier Stainless Troop Cook Set</li> <li>4 BOGO tickets to Palms Theater (Waukee)</li> <li>\$100 Scout Shop gift card</li> </ul>
\$4,000	\$250 Amazon Gift Card	#4 Oct 4 <sup>th</sup>	Sep 25 <sup>th</sup> to Oct 1 <sup>st</sup>	<ul style="list-style-type: none"> <li>First pitch at the Iowa Cubs plus 2 Blaze Pizzas</li> <li>4 Free Blaze Pizzas</li> <li>4 BOGO tickets to Palms Theater (Waukee)</li> <li>\$100 Scout Shop gift card</li> </ul>
\$3,500	<b>Campfire Seller's Club:</b> 100% off (Free) ONE 2024 MIC summer camp at Akela (Scout+parent) or Mitigwa (Scout) + \$200 Amazon Gift Card	#5 Oct 11 <sup>th</sup>	Oct 2 <sup>nd</sup> to Oct 8 <sup>th</sup>	<ul style="list-style-type: none"> <li>4 tickets to 2023-2024 Drake basketball game</li> <li>4 Free Blaze Pizzas</li> <li>4 BOGO tickets to Palms Theater (Waukee)</li> <li>\$100 Scout Shop gift card</li> </ul>
\$3,000	\$150 Amazon Gift Card	#6 Oct 18 <sup>th</sup>	Oct 9 <sup>th</sup> to Oct 15 <sup>th</sup>	<ul style="list-style-type: none"> <li>4 tickets to 2023-2024 ISU basketball game</li> <li>First pitch at the Iowa Cubs plus 2 Blaze Pizzas</li> <li>\$100 Scout Shop gift card</li> </ul>
\$2,725	<b>Star Seller's Club:</b> 25% off ONE 2024 MIC summer camp at Akela (Scout+parent) or Mitigwa (Scout)			
\$2,500	\$100 Amazon Gift Card			
\$2,000	\$70 Amazon Gift Card			
\$1,750	\$60 Amazon Gift Card			
\$1,500 (~67 items sold)	<b>Tenderfoot Seller's Club:</b> 15% off ONE 2024 MIC summer camp at Akela (Scout+parent) or Mitigwa (Scout) + \$50 Amazon Gift Card			
\$1,250	\$40 Amazon Gift Card			
\$1,000	\$30 Amazon Gift Card			
\$750	\$20 Amazon Gift Card			
\$500	\$10 Amazon Gift Card			
Every \$250 each drawing sales period	Earn one entry into the Weekly Prize Drawing for every \$250 in sales during each drawing sales period			

\* All Amazon Gift card incentive awards earned by accumulating points through the Trail's End app.

Each Scout **MUST** have a registered account and record their sales in the Trails End Scout app.

Sales, for weekly prize drawings, do not carry forward from week to week

## TIPS FOR SELLING

Help Your Future Leaders Succeed!

- ⊗ Introduce yourself (first name only), where you are from, what you are doing, and close the sale  
"Hi, my name is (name) and I am from (local Unit). I'm earning my way to Summer Camp. Can I count on your support?"
- ⊗ Encourage credit sales for higher Reward points  
"I earn more points when you pay with a credit card."
- ⊗ Wear your Class A uniform and always say  
"Thank You."
- ⊗ Always have an adult present
- ⊗ Storefronts: Optimize sales with 1 Scout per shift, stand in front of table, approach customers, maintain eye contact and deliver your speech
- ⊗ Wagon Sales: Never enter anyone's home
- ⊗ Find repeat customers by checking your Trail's End App order history

## MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using **BOTH** in person and online average **90% MORE** than Scouts that sell only in person, and **5X MORE** than those that sell only online!

- ⊗ **Online Direct:** Sell online & ship directly to customers
- ⊗ **Storefront Sales:** Leverage high foot traffic locations reserved by your Unit Leader  
Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!
- ⊗ **Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision.)  
Did You Know? 2 out of 3 people will buy when asked at their door.

## RESOURCES



**SEE WHAT OTHERS ARE SHARING & SAYING NOW!**  
facebook.com/groups/TEScoutParents



Did You Know? You can quickly increase your sales by sharing with friends & family to purchase online!



**NEVER MISS A SALE. LEAVE BEHIND A DOOR HANGER!**  
bit.ly/Door-Sign



**LET CUSTOMERS KNOW WE ACCEPT & PREFER CREDIT!**  
bit.ly/We-Prefer-Credit