

***Trail's End***®



**Scouting  
America**™  
Mid-Iowa Council

# Sign Up Now!



# Ideal Year of Scouting

## Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Add a new trip or campout for excitement.

## Budget

- Use TE budget tool to assign costs and expenses.
- Add in camp, registration fees, advancements & Unit dues.

## Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

## Set Goals

- $\text{Total Program Costs} \div \text{Unit Commission} = \text{Unit Sales Goal}$ .
- Divide Unit goal by # of Scouts to get Scout goals.

## Raise the Money

- Commit to achieving the Unit's goal with one fundraiser.
- Less time fundraising = more time Scouting!

## Enjoy the Year!



# BEST PRACTICES



## SET YOUR GOAL



Plan your unit's  
**Ideal Year of Scouting**

Check out the  
**Goal Setting Tool**  
available in the Training Resources

**Note: Unit Goal will be required  
to reserve storefronts**



# Ways to Sell

## Storefronts

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming in and out of stores.
- Best Practice: One Scout and their parent per shift.



## Online

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!

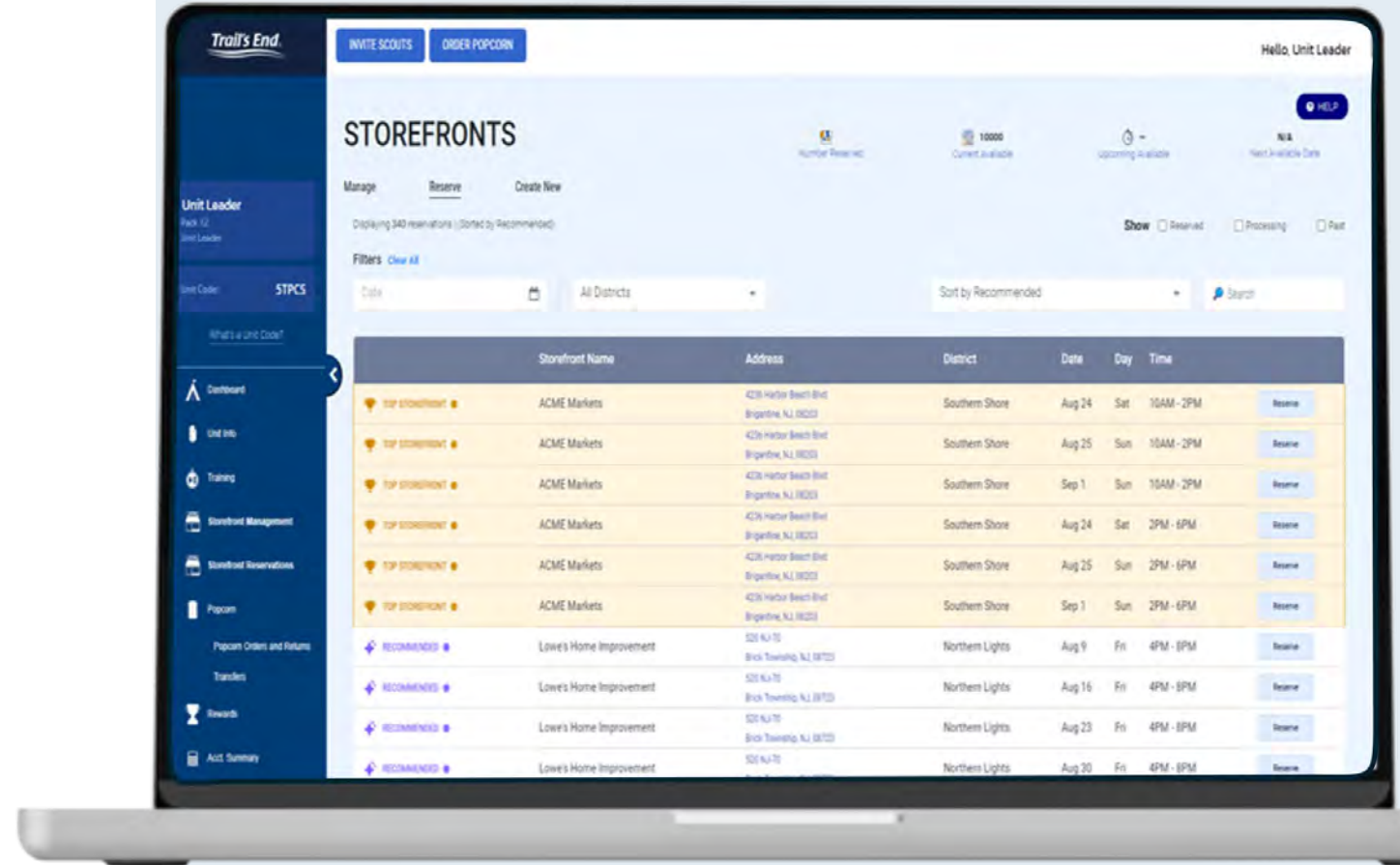
## Wagon

- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



# UNIT PORTAL

- Leaders manage entire sale in one place
- Invite Scouts to register and manage Scout roster
- Easily set Unit and Scout goals
- Order popcorn
- Real time reporting of sales and inventory
- Unit to unit transfers; no Council assistance needed
- Schedule and manage storefront sites and shifts





# 2025 STOREFRONTS™

**670,000 HOURS AT 7,000+ LOCATIONS WILL BE AVAILABLE FOR ALL UNITS!**

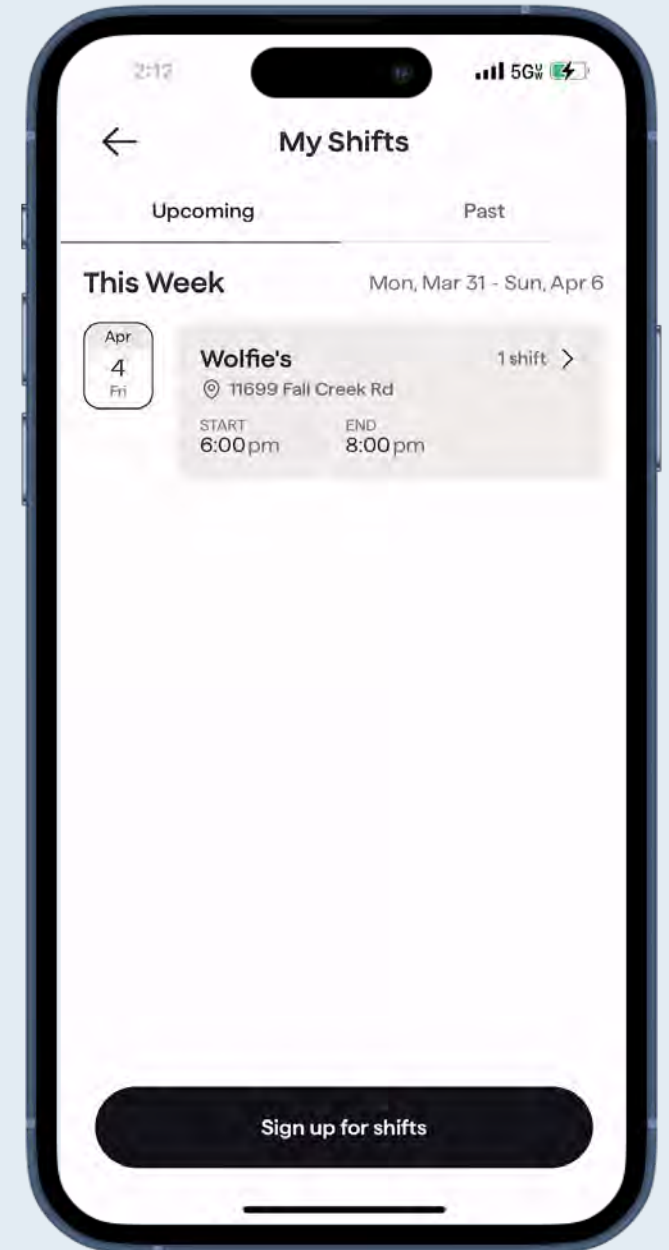
Every hour will have \$300 potential based on foot traffic and trained Scouts!

- 860,000 total booked hours by Trail's End:
  - 670,000 available for all Units!
  - 190,000 hours pre-assigned to VIP units (\$20k+).
  - All units reserve earlier this year on 2nd day.

## RESERVATION SCHEDULE

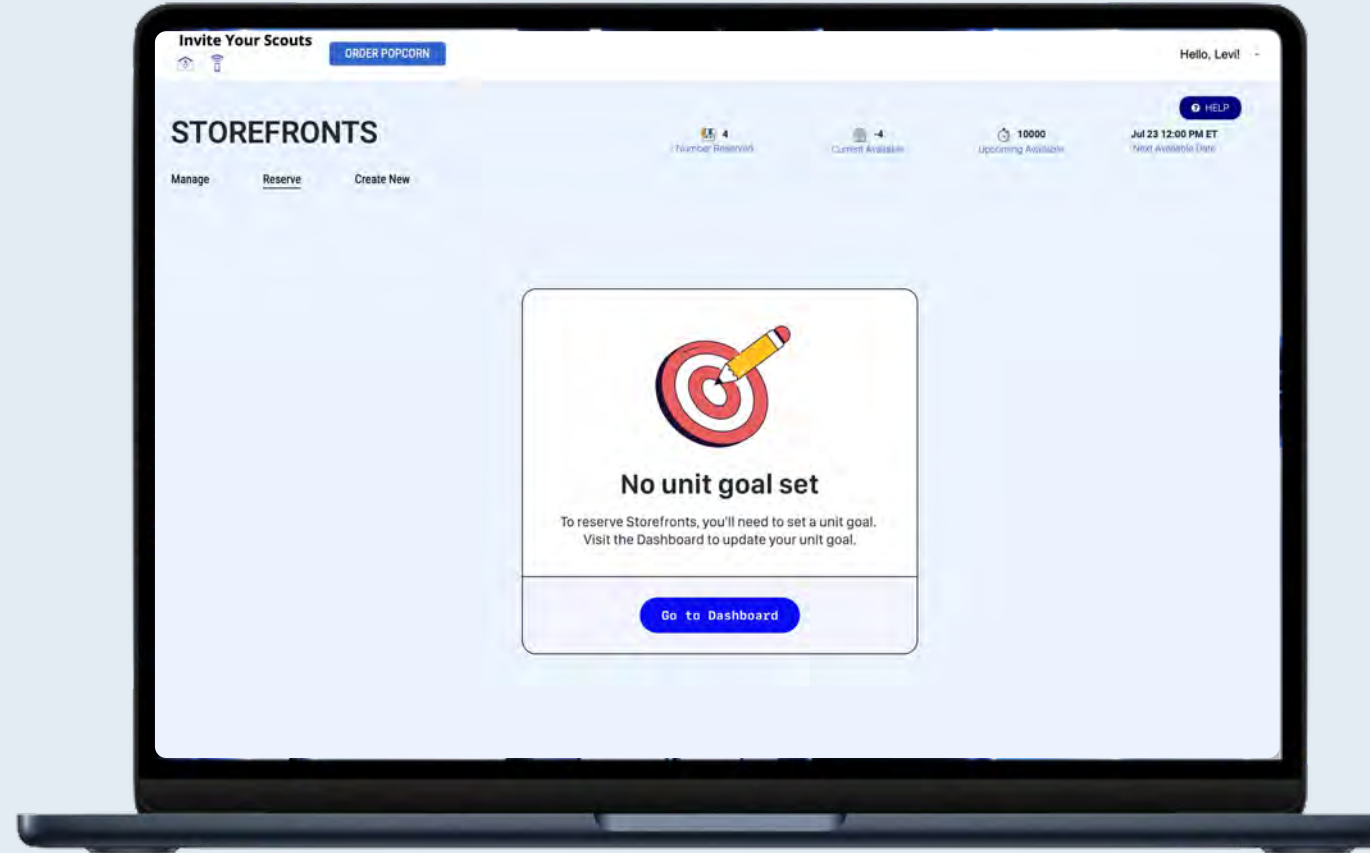
| 8 PM EST | 2024 SALES | RESERVATIONS |
|----------|------------|--------------|
| July 22  | \$10k+     | 4            |
| July 23  | All Units  | 2            |
| July 24  | All Units  | Unlimited    |

**PROVIDING MORE FUNDRAISING OPPORTUNITIES FOR ALL UNITS AND SCOUTS!**



# STOREFRONT EFFICIENCY

- ✓ Updated reservation time – 7 pm
- ✓ Goal required to reserve storefronts
- ✓ Guidance on storefront hours needed to reach goal
- ✓ Auto-release on Thursdays at 7 pm for Fri - Sun reservations
  - 38% of weekend hours were claimed in 2024 and not used by Scouts



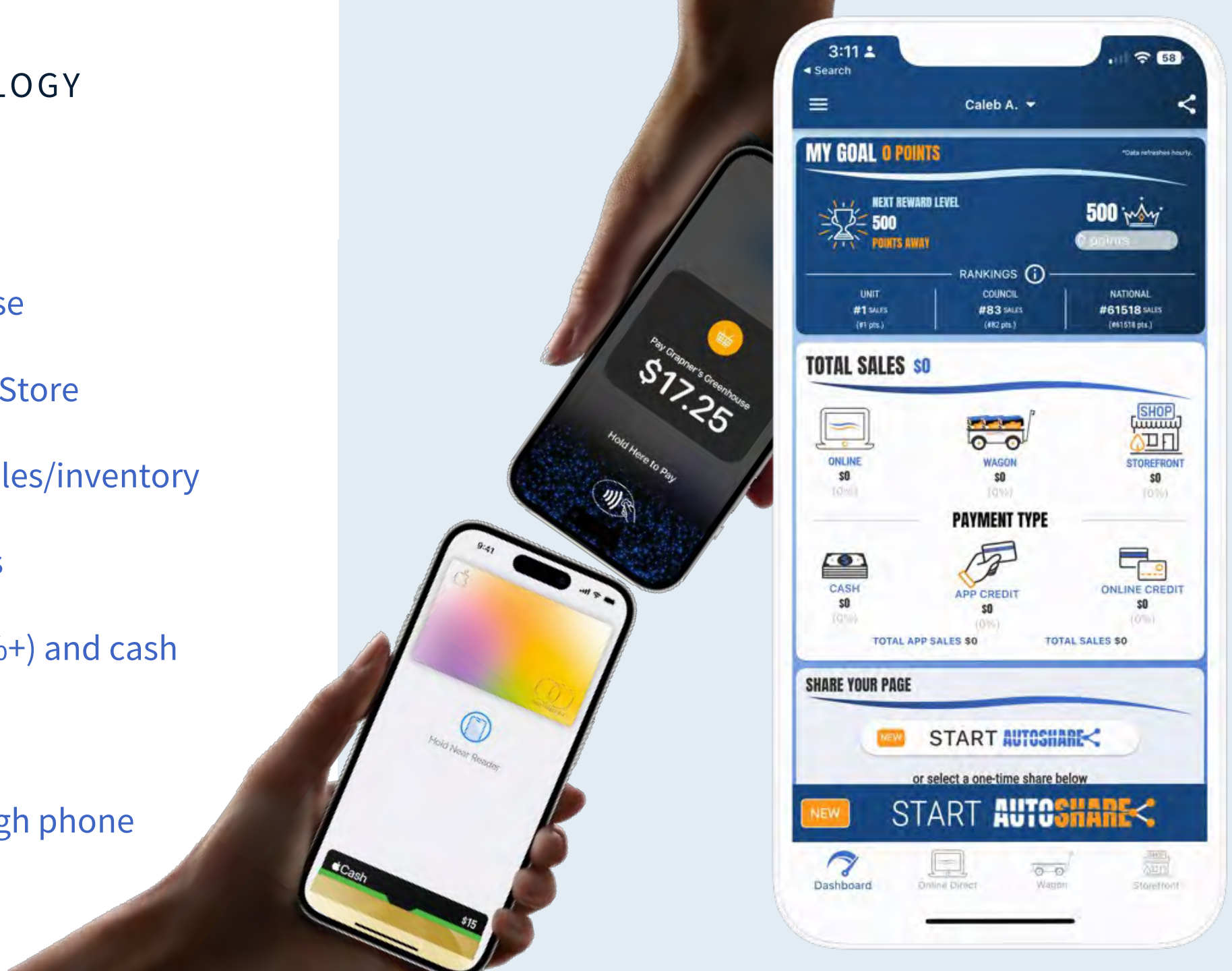
*Trail's End*<sup>®</sup>

## **2025 STOREFRONTS™**

- More opportunities for you to secure locations!
- Shifts with 0 Scouts for the upcoming weekend will be released on Thursday at 8pm for everyone to claim.
- Too many shifts were “no showed” in 2024 – this will help!

# TRAIL'S END TECHNOLOGY SCOUT APP

- Point of Sale System
- Saves time and easy to use
- Google Play & Apple App Store
- Tracks real-time Scout sales/inventory
- Manages storefront shifts
- Accepts credit cards (85%+) and cash
- All CC Fees paid by TE
- Tap to pay directly through phone

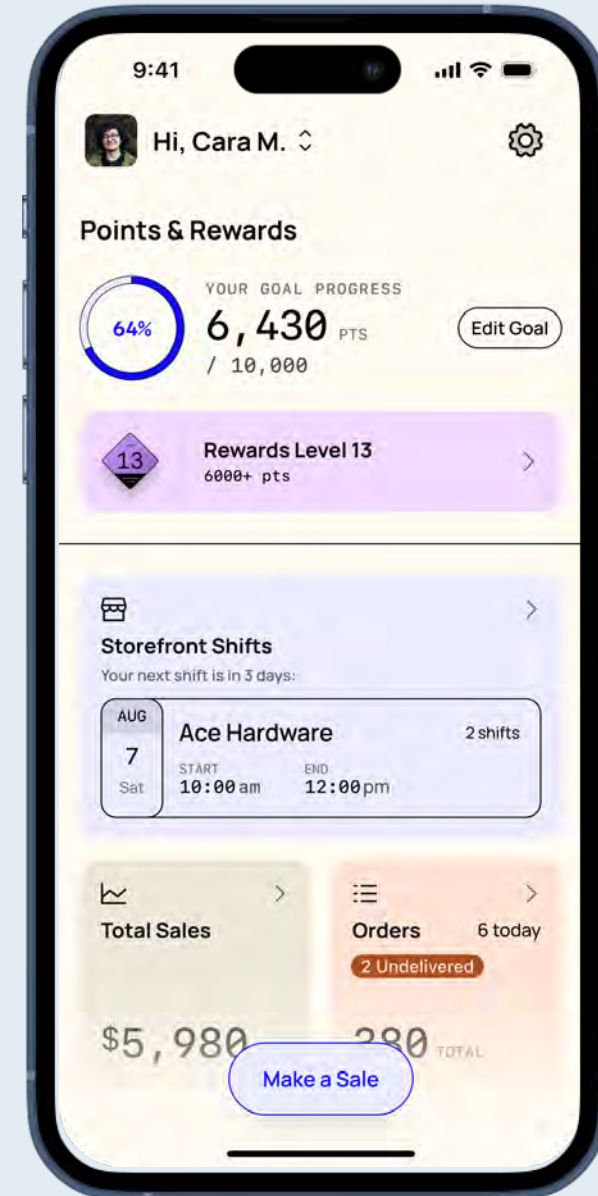


Trail's End App

# DASHBOARD

✓ Single screen for all key actions:

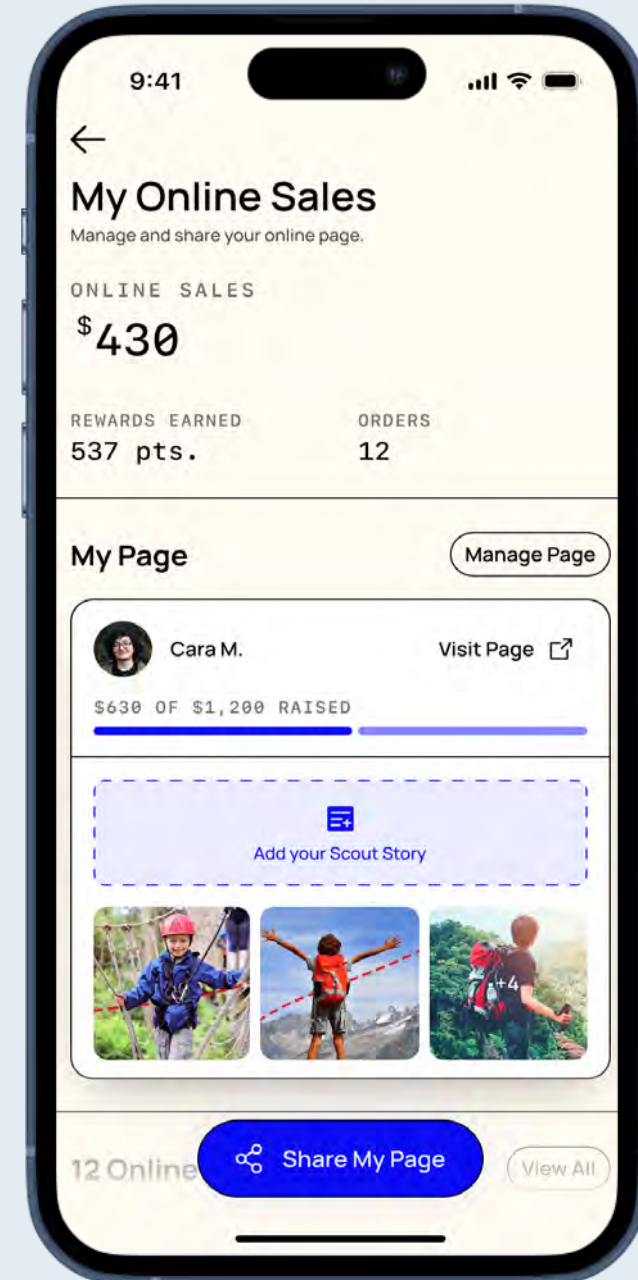
- Make a sale
- Goal and rewards
- Cash to Credit
- Storefronts
- Sales data
- Orders
- Online sales
- Training



Trail's End App

# ONLINE SALES

- ✓ Share is the primary action for Scouts
  - Past customers
  - Text
  - Email
  - Social
- ✓ Scouts are guided to personalize their page with new empty states to help them get started



# IN-APP GUIDES

Successful fundraising starts with a goal!

Units must have a goal this year to reserve Storefronts™

Need help setting your goal? Use this guide to plan your program, create a budget, and determine your goal.

[Download Planning Guide](#)

- 232 users
- Goal avg. \$19,196

## Let's dream big! 🌟

Did you know your storefront reservations are dependent on your sales goal? We noticed your current goal is lower than last year.

Consider adjusting your goal to maximize your storefronts and reach your full potential based on last year's impact!

Need help? Our team is happy to assist.

[Get help with my goal](#)

The screenshot shows the Scout Leader Dashboard with several in-app guides overlaid. The dashboard includes sections for Goal Progress, Total Sales, Storefront Shifts Claimed, and Average Sales per Scout. The in-app guides include:

- SET A GOAL!**: A guide with a trophy icon and a "\$0" target, prompting the user to set a goal.
- Let's dream big!**: A guide with a trophy icon and a "\$0" target, providing information about storefront reservations and suggesting goal adjustments.
- My Fundraiser Checklist**: A checklist with three items: "Set your unit's fundraising goal", "Complete your Storefronts™ Settings", and "Invite your Scouts". The "Invite your Scouts" item is checked.

## My Fundraiser Checklist

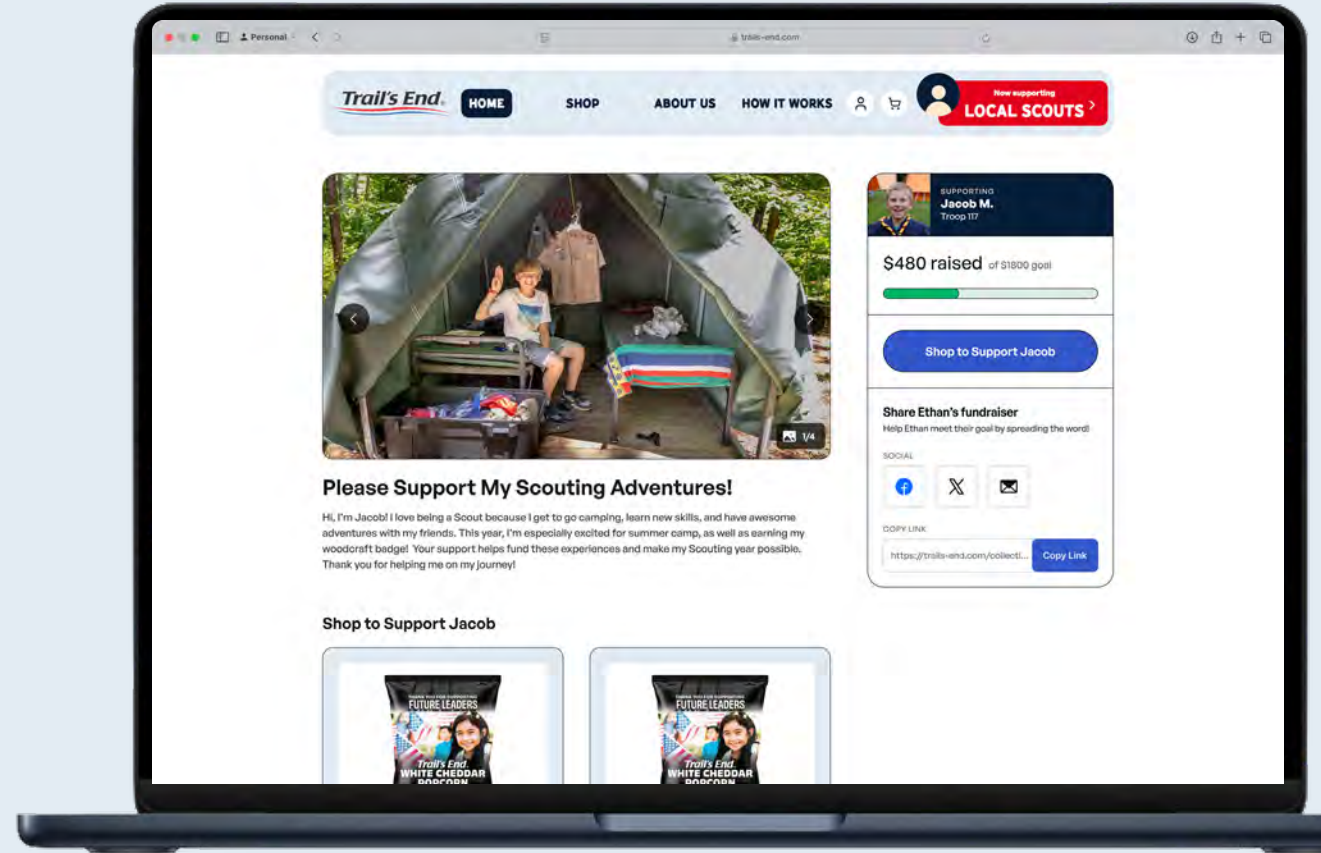
Use this checklist to get ready for your popcorn fundraiser!

- 33%
- Set your unit's fundraising goal
  - Complete your Storefronts™ Settings
  - Invite your Scouts

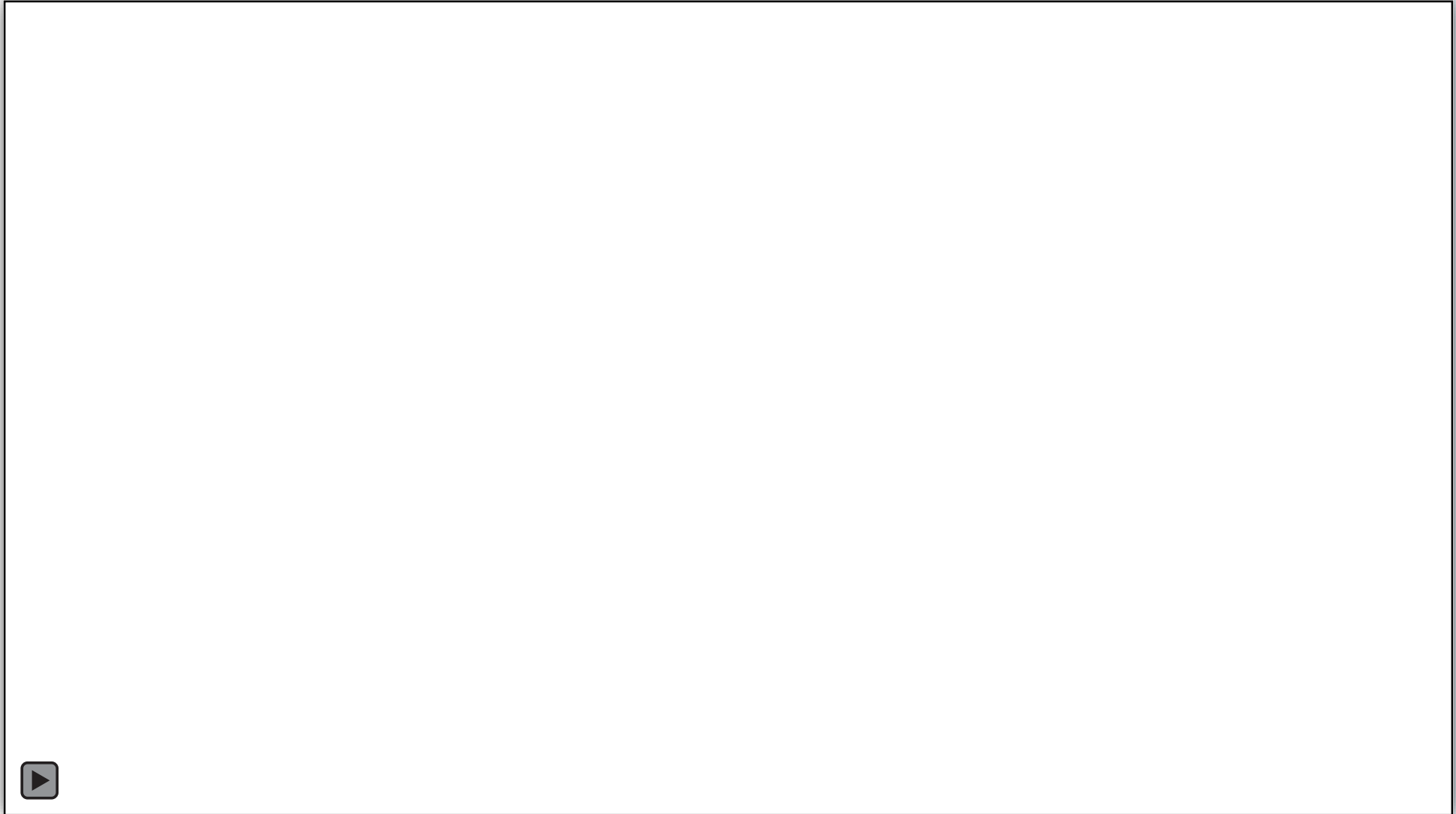
- 570+ completed
- 1700 units with a goal

# TRAIL'S END ONLINE

- ✓ Redesigned Scout pages that:
  - Emphasize the Scout and their story
  - Allow consumers to share the Scout's pages with their network



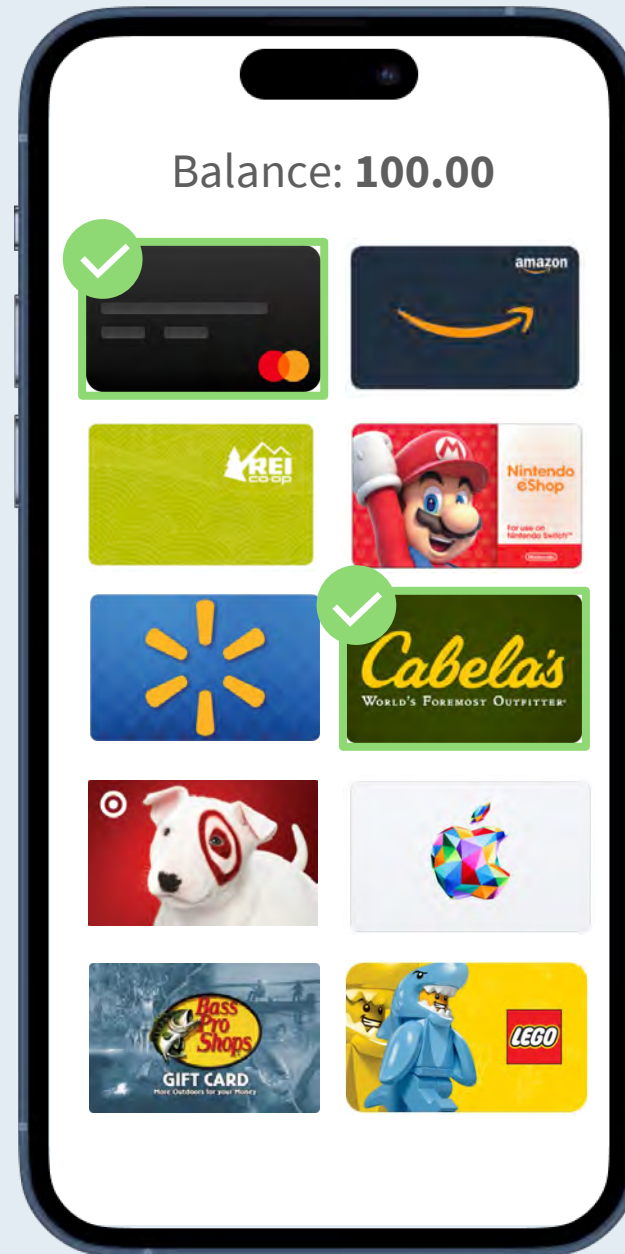
TRAIL'S END TECHNOLOGY  
**TAP TO PAY DEMO**



## TRAIL'S END APP

# SCOUT REWARDS

- ✓ Scouts claim their rewards from the app
- ✓ 15 gift card options
- ✓ Scouts can split their rewards across multiple gift cards
- ✓ No approving, receiving, distributing, or replacing prizes.
- ✓ Uncapped levels to incentivize top sellers.
- ✓ Heroes and helpers bonus points! **+5 pts!**



AMAZON  
TARGET  
WALMART  
PREPAID  
MASTERCARD  
DICK'S SPORTING  
GOODS  
NINTENDO  
GAMESTOP  
BASS PRO SHOPS  
CABELA'S  
APPLE  
LEGO  
XBOX  
PLAYSTATION

# PRODUCTS and Pricing

- **REMEMBER – YOU ARE NOT SELLING POPCORN. ANYONE CAN GO INTO A GROCERY STORE AND BUY A BAG!**
- Change your mindset to “with a \$20 donation you will be helping me attend \*insert adventure like Jamboree / specific summer camp!” and pick anything from the table!



**NEVER, NEVER, NEVER**  
ask customers to buy popcorn. It's to support You!

Even if the customer says no, always say, “Thank you” and “Have a good day.”

# HEROES & HELPERS 2024 IMPACT



**300,000+ BAGS**

and cartons of Trail's End popcorn were delivered to Active Military, Veterans, Local Food Banks, Fire/Police/EMT, and Homeless Shelters



**52,000+ SCOUTS**

collected Heroes & Helpers Donations – helping fund their Scouting dreams



**\$265,000+ REWARDS**

earned by Scouts from Heroes & Helpers donations

- Any \$ donation should be turned into the heroes and helpers program!
- Scouts earn an additional 0.5 points per donation!
  - \$1 credit card donation = 1.75 pts!
  - \$1 cash donation = 1.5 pts!

# Council Sale Details

## Dates

- Initial Order – August 11, 2025
- Distribution – August 21, 2025
  
- Replenishment Order #1 – August 25, 2025
- Pick up – September 2, 2025
  
- Replenishment Order #2 – September 8, 2025
- Pick up – September 15, 2025
  
- Replenishment Order #3 – September 22, 2025
- Pick up – September 29, 2025
  
- Product Returns Due – October 20-21, 2025
  
- Take Order – October 23, 2025
  
- Take Order Pick up and Payments Due – November 7, 2025

## Initial Order Pickup

- Prairie Winds – Atlantic  
Coca-Cola Bottling – Ames
  
- Twin Rivers – Centennial  
Warehouse – Clive
  
- Woodland Trails - TBD

# Support

## Trail's End Support

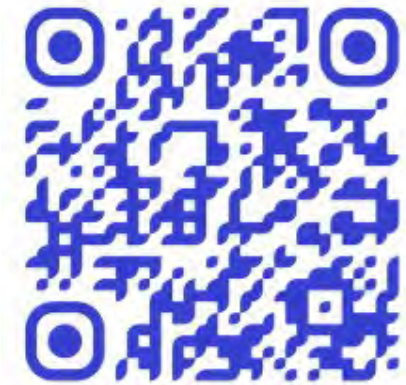
Visit our FAQ page for answers to commonly asked questions & to open a ticket.



## Council Support

Kim Hammen at  
[kim.hammen@scouting.org](mailto:kim.hammen@scouting.org) or  
515-266-2135

## Facebook Group



## Facebook Group

Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.



**Scouting  
America**<sup>™</sup>

Mid-Iowa Council

***Trail's End***<sup>®</sup>

**THANK YOU!**

**Comments and Questions?**