



Trail's End

2023 KERNEL GUIDE

Prepare.

- Encourage all Scouts to download and setup the Trail's End App (for Scouts only)
 - Did You Know? The Trail's End App allows your Scouts to process a credit card without any fees! Scout accounts will appear on the Unit Leader Dashboard for you to easily manage.*
- Complete Unit Leader Planner
- Attend Popcorn Kickoff
- Secure storefront locations
- Sign up for Trail's End Webinar
- Join the Facebook group

Sell.

- Encourage early sales
- Place popcorn order with Council
- Distribute popcorn and ensure deliveries
- Communicate & keep families informed

Wrap up.

- Submit Scout rewards
 - Pro Tip, submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!*
- Pay Council invoice or request a payout
- Celebrate your success!

IN-PERSON PRODUCTS

It's simple, give customers what they like, and they buy more!



**CHECK OUT WHAT'S NEW!
THE 2023 PRODUCT LINEUP!***
bit.ly/Product-Lineup



**ALLERGEN &
NUTRITIONAL FACTS**
trails-end.com/nutrition

*Council's select their own product mix.

REGISTRATION

- 🕒 Register your Unit. New Kernel's will receive their username via email once approved by their Council.



**GETTING STARTED IS EASY!
REGISTER TODAY!**
trails-end.com/unit-registration

RESOURCES

- 🕒 Both seasoned and new Kernels benefit from attending a webinar. A recording will be found under Training Resources.



**VIEW THE FULL SCHEDULE
& REGISTER HERE**
trails-end.com/webinars

- 🕒 Stay connected with other Unit Leaders across the nation through Trail's End Popcorn Community.



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

- 🕒 Communicate with and keep your Scout families informed with the Scout Parent Guide.



**TIPS & TRICKS FOR
YOUR SCOUTS!**
bit.ly/Scout-Parent-Guide

PLANNING

- 🕒 Leverage the Trail's End Unit Leader Planner to help hit your goals.



**PLAN YOUR IDEAL
YEAR OF SCOUTING!**
bit.ly/UL-Planner

- 🕒 Plan your Unit Kickoff!



**DOWNLOAD THE 2023 UNIT
KICKOFF POWERPOINT NOW!**
trails-end.com/leaders/training

UNIT LEADER PORTAL

- 🕒 Unit Housekeeping, Goal Setting, Sales Reports, Inventory, Training, Storefront Management



**THE ONE-STOP-SHOP FOR
MANAGING YOUR SALE!**
trails-end.com/leaders

REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD

CASH



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!**



EARN MORE EASIER!

trails-end.com/rewards

POINTS	GIFT CARD
17,500	10% of total sale
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

Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.

**Based on average Council program. May vary in your Council.*

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell 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 Unit Leaders

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!

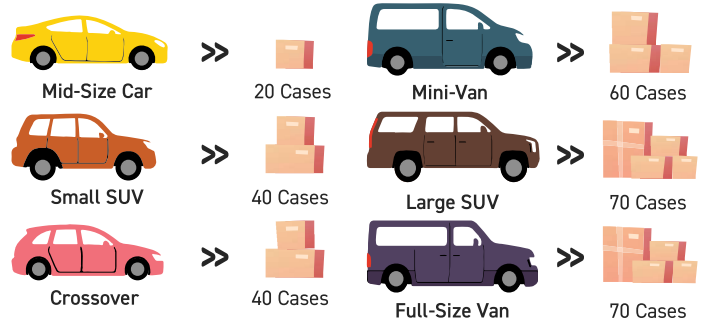


LEARN HOW TO RESERVE WITH OUR STOREFRONT GUIDE!

bit.ly/Storefront-Guide

🕒 **Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision).

DISTRIBUTION



**The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.*

TRAIL'S END APP

🕒 Monitor Real-Time Sales, Inventory, and Storefront Coverage.

Did You Know? When your Scouts use the App, you can monitor the sale in real-time!



HAVE YOUR SCOUTS DOWNLOAD THE APP & START THEIR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download



Trail's End App Credit

🕒 Accept Credit Card transactions directly through the App.

Did You Know? Recording Debit/Credit in the app is easy. You earn more Reward points, and Trail's End pays all the fees!



Trail's End™