

PREP

Register Your Unit

- Get started by registering
- New Leaders receive Leader Portal username after registration



<https://login.trails-end.com/unit-registration>

Set Unit & Scout Goals

- Start by planning your program - ask Scouts what they want to do
- Use the goal setting tool to create a budget
- Set your fundraising goal to achieve your program plan



<https://wh-wf-training.s3.amazonaws.com/Goal%20Setting%20Tool.xlsx>

Visit Leader Portal

- One place to manage everything!
- Reserve & manage Storefronts
 - Access training page
 - Leader & Scout videos, Kickoff Presentation, Scout & Parent Guide, Rewards flyer
 - Order popcorn & track inventory
 - View Scout sales in real-time
 - Submit rewards
 - Claim Unit payout



<https://login.trails-end.com/>

Reserve Storefronts™

- Maximize sales by selecting "One Scout per shift"
- Entering a Unit goal is required to reserve (for participating Councils)
- Trail's End booked hours have \$300+ sales potential based on foot traffic & trained Scouts
- Reservations at Trail's End Storefronts from Fri-Sun that have no Scouts signed up for shifts will be auto-released each week on Thursdays at 8pm ET

RESERVATION SCHEDULE

Mon-Fri 3-4 hours
Sat & Sun 6-10 hours

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

Rewards

- New eGift Cards*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Earn more with one Scout & Parent shifts
- Scouts receive more points with Heroes and Helpers, app credit & online

Scout Participation

- Explain "what's in it for Scouts / families" to participate
- Share goals & budget with parents
- All Scouts need a Trail's End account
 - Give Trail's End Unit Code to new Scouts to register
 - Returning Scouts use their 2024 username

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SELL

Best Practices

- You're not selling popcorn... you're selling Scouting!
- For Scouts...
 - Get a head-start with online sales in June/July
 - Record sales in Trail's End App
 - Enter donations received as Heroes and Helpers
 - Never ask customers to buy popcorn... it's to support you
- Ensure all shifts are filled or release for other Units
- Check Reserve Storefronts page on Thursdays at 8pm ET for auto-released hours

Heroes and Helpers™

- Trail's End ships products to military personnel and their families, first responders & local food banks
- Automatically added to Unit orders each night
- Scouts earn 1.75 points (credit & online) and 1.5 points (cash) per \$1 Heroes and Helpers sold

Trail's End App - Credit Sales

Faster, safer, higher sales, & Trail's End pays all fees!

- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware required
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually
- Scouts can share orders with customers to checkout on their device

Cash to Credit™

- Scouts receive an additional 0.25 point for every cash dollar converted to credit
- Points for Storefront cash converted are split among Scouts working the store that day
- Parents keep the cash and use their card to convert
- Leaders use their card to convert cash returned from Storefronts

WRAP UP

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate & enjoy your Scouting year!

Thank you for choosing Trail's End!



SUPPORT & FAQs

<https://support.trails-end.com/>



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<https://www.facebook.com/groups/TEPopcornCommunity>