



# Troop 351 Popcorn Kickoff

Timothy Lang  
Popcorn Kernel



# WHAT ARE WE SELLING? POPCORN & MORE!

Show  
and  
Sell

*70% back to local kids*

**KETTLE CORN & WHITE CHEDDAR GIFT BOX** *New*  
\$45 Over \$31 to local kids\*  
  


**CHOCOLATEY PRETZELS**  
\$30 Over \$21 to local kids\*  
  


**SALTED CARAMEL**  
\$25 Over \$17 to local kids\*  
  


**POPPING CORN**  
\$17 Over \$11 to local kids\*  
  


**WHITE CHEDDAR**  
\$25 Over \$17 to local kids\*  
  


**SWEET AND SALTY KETTLE CORN**  
\$25 Over \$17 to local kids\*  
  


**12PK UNBELIEVABLE BUTTER MICROWAVE**  
\$25 Over \$16 to local kids\*  
  


**CARAMEL CORN**  
\$15 Over \$10 to local kids\*  
  


Online  
Direct  
Only



**PRE-ORDER ONLY\***  
**THANK YOU** FOR SUPPORTING LOCAL KIDS  
  
**Trail's End**  
**DARK CHOCOLATE SALTED CARAMELS**  
NET WT 16.5 OZ (297g)

**THANK YOU** FOR SUPPORTING LOCAL KIDS  
**Trail's End**  
**ORIGINAL BEEF JERKY**  


**THANK YOU** FOR SUPPORTING LOCAL KIDS  
YOUR PURCHASE HELPS THEM  
**Trail's End**  
**Campfire Blend**  
Medium Roast  
32 OZ  



**THANK YOU** FOR SUPPORTING LOCAL KIDS  
**HONEY ROASTED PEANUTS**  
NET WT 16 OZ (1.0 LB)  



Free  
Shipping  
on Orders  
≥\$70

# WHY ARE WE SELLING?

- Support the Council and District – Scout camps and other activities
- Support American Heroes – Military/First Responders
- Support the Troop – ≥15% of your sales go toward badges, camping equipment, & other needed supplies
- Support **You** the Scout!
  - ≥15% of your sales go toward your personal scout account with the Troop, and can be used for dues, summer camp, and other trips!
  - Earn points toward Amazon gift cards! →
  - *Troop Incentive*: If you sell \$100 of product, you will get a \$5 Target/Walmart/Amazon gift card!
  - Council / District Awards

**Trail's End. REWARDS** Collect points to earn Amazon.com Gift Cards and choose the prize YOU want!

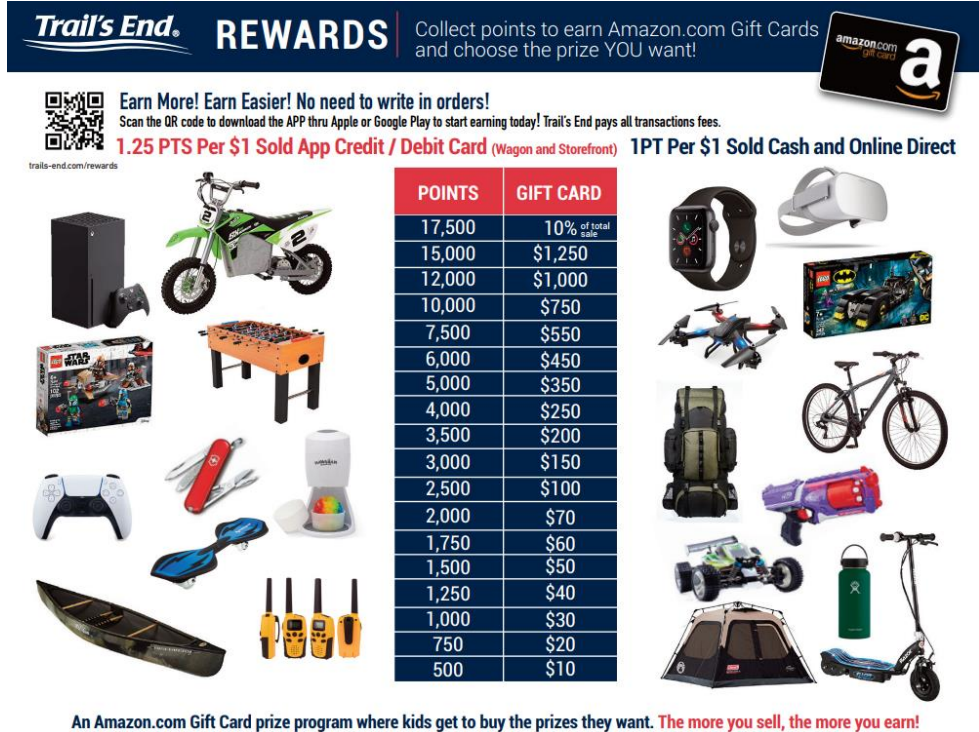
amazon.com gift card 

QR code:  Earn More! Earn Easier! No need to write in orders!  
Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transactions fees.

1.25 PTS Per \$1 Sold App Credit / Debit Card (Wagon and Storefront) 1PT Per \$1 Sold Cash and Online Direct

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

An Amazon.com Gift Card prize program where kids get to buy the prizes they want. **The more you sell, the more you earn!**





## PATROL CHALLENGE!

Each popcorn-selling member of the patrol that **works the most storefront hours** will earn a pocketknife with the patrol's name etched on it!

Donation courtesy of Mr. Sperr



*Brand/Style of Knife TBD*

# COUNCIL REWARDS!



All Scouts that sell at least 1 item will receive the participation patch. Patches will be distributed at the end of the sale

Scouts will earn a special patch for \$200 in Heroes Donations and a special Pin that goes on the patch for \$400 in donations



## BIG SPIN PARTY



# BIG SPIN PARTY!

FOR TOP 50 SELLING SCOUTS!

**FOOD!**  
**TOP SELLER T-SHIRT!**  
**SPIN THE PRIZE WHEEL!**



# WHEN ARE WE SELLING?

## Online Direct

- Now! Online Direct is all year long

## Show and Sell / Wagon Sales

- August 20 thru October 23

## Storefronts

- Huntsville Kroger (431 & Oakwood): Sunday, August 28
- Huntsville Kroger (431 & Oakwood): Sunday, September 4
- Madison IGA (Gillespie & Wall Triana): Saturday, September 10
- Madison IGA (Gillespie & Wall Triana): Sunday, September 11
- Huntsville Kroger (431 & Oakwood): Sunday, September 25
- Madison IGA (Gillespie & Wall Triana): Sunday, October 16

Can't make a storefront? You can sell Online Direct, do Wagon Sales (e.g., door-to-door), or come talk to Mr. Lang about setting up a separate storefront





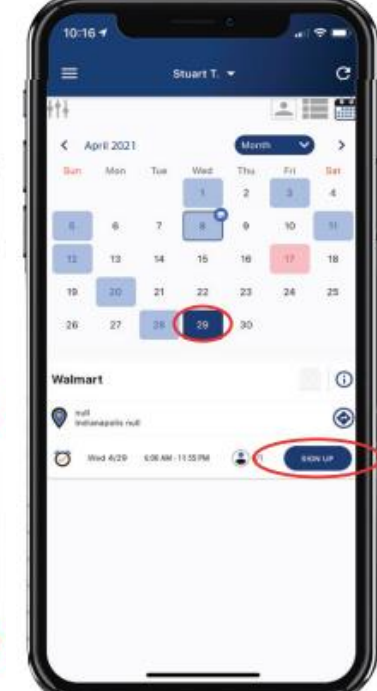
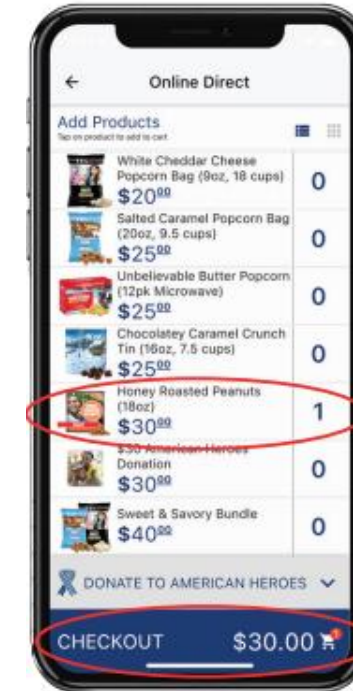
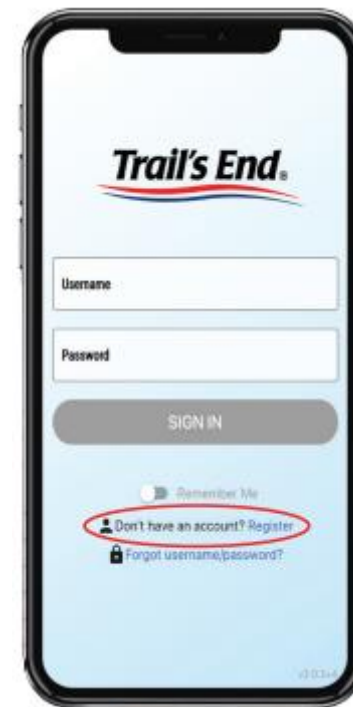
# HOW ARE WE SELLING?

Everything is managed through Trails End

- **Download the app now!**

On Trails End, you can:

- Register to sell for the Troop
- Watch sales and app training videos
- Review your sales to date and set your personal sales goal
- Set up your personal Online Direct sales page and send it to contacts
- Sign up for Troop 351 storefront shifts
- Record sales, including accepting credit card information
- And more!



# SOME TIPS FOR SELLING

- Model the Scout Law! (Courteous, Kind, Friendly, Cheerful, all that good stuff)
- Wear full Class A!
- Ask folks to support Scouts, not to buy popcorn!
- Have a story ready for why you are raising money! (e.g., earning money for summer camp, etc.)
- Be creative and enterprising!



70% back to local kids\*

HELLO  
My name is

I'm selling delicious popcorn this year, all popcorn ships directly to you and you'll help fund my many adventures this year.

To support me, scan the QR code or go to:  
[www.trails-end.com/shop](http://www.trails-end.com/shop)  
and enter My Code below!

My Code:

\*Average return to local councils, units and youth based on all Trail's End product sales.





## HOW DO I GET STARTED?

- Download the Trails End app!
- If not registered, accept your email invite to get registered to sell for Troop 351 (check your spam or talk to Mr. Lang if you can't find invite)
- Watch the training videos if you are new to Trails End
- Set your sales goal
- Sign up for storefront shift(s)
- Set up your Online Direct sales page and advertise it!
- Talk to Mr. Lang about checking out popcorn for Wagon Sales

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