



Troop 351 Popcorn Kickoff

Timothy Lang
Luke Vo

Popcorn Team



WHAT ARE WE SELLING? POPCORN & MORE!

Show
and
Sell

**70%
BACK TO
FUTURE LEADERS***



**SHOW YOUR SUPPORT
WITH A DONATION TO
HEROES AND HELPERS!**

Your donation supports future leaders and delivers tasty treats to troops at-home or overseas, military families, veterans, first responders, local food banks, and charitable organizations nationwide!

Donation Levels: \$50 \$30 \$1 Custom amount
For details visit trails-end.com/terms

NEW!
28PK SNACK PACK
SEA SALT POPCORN

\$50



NEW!
S'MORES
POPCORN
\$25



SALTED CARAMEL
CORN
\$25



UNBELIEVABLE BUTTER
MICROWAVE POPCORN
\$25



**IMPROVED
FLAVOR!**
WHITE CHEDDAR
POPCORN
\$20



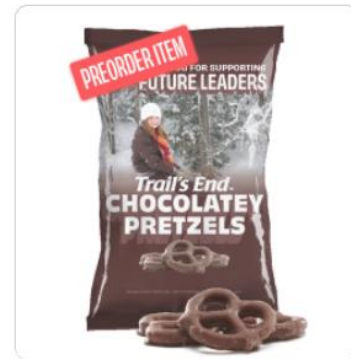
POPPING CORN
\$17



SWEET & SALTY
KETTLE CORN
\$15



Online
Direct
Only



Chocolatey Pretzels

Free Shipping on Orders \geq \$65

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 Amazon gift card!
 - Council / District Awards

REWARDS

Scout Sales = Scout Points = Scout Prizes via Amazon E-giftcard

1.25 POINTS

For App Or Online Sales
via Credit/Debit Payment
For Each \$1.00 Sold

1 POINT

For Cash Sales
For Each \$1.00 Sold



Trail's End[™]



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

Our Troop (and thus you!) will get a bigger commission if 75% of the Troop sells at least one item!

Scouts that sell \$250 or more in American Heroes donations will get a special patch

Scouts who sold \$1300+ last year were in the Council's top 50



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 19 thru October 23

Storefronts

- Multiple weekends in August and September @ Madison Lowe's (Hwy 72) & Wall Triana Kroger. First storefront Saturday, 8/19 @ Lowe's!
- Register to work storefronts in Trails End.

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



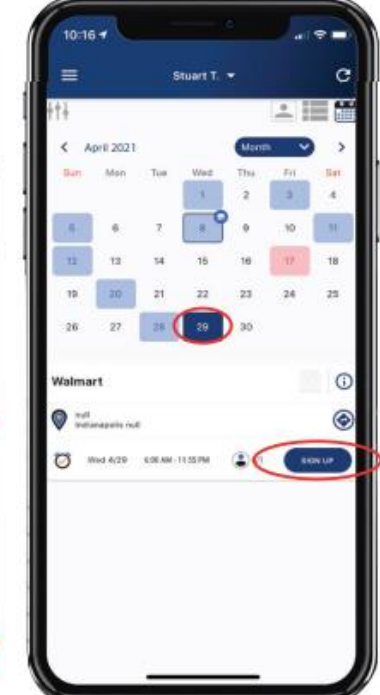
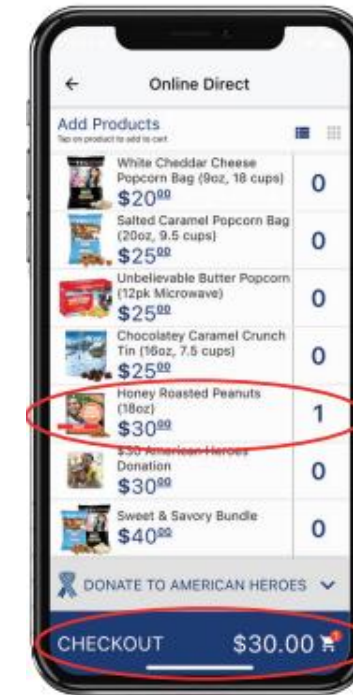
HOW ARE WE SELLING?

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
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 or Mr. Vo 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 or Mr. Vo about checking out popcorn for Wagon Sales

[Troop 351 Popcorn Team](#)

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