

DISCOVER NEW ADVENTURES



Scout Guide

SELL ONLINE!

Raise More Money in Less Time with Less Effort

Online Prize Programs

- Scouts earn 5% back on Amazon e-gift card, once \$300 in online sales is recorded

Raise More Money

- Average Online Sale in 2016 was \$62 vs. \$18 selling face-to-face
- Amount Returned to Scouting increased by 49% vs. 2015

Technology Makes Selling Easy

- Register an online account and personalize it with your fundraising bio, Scouting photos + videos, and more
- Your personalized webpage can easily be shared with family and friends via email, text message, and social media



NEW in 2017!

- Sales notifications delivered by email, web, and text message
- Sales leaderboard so you can see where you rank compared to Scouts around the country
- Additional Scout dashboard and account enhancements made to help you hit your goal
- Exciting products and promotions added throughout the year

Start your adventure by registering today at Trails-End.com!

Text **SCOUT** to 62771 to join our text message program.

ONLINE PRIZE PROGRAM

EARN 5% FOR EVERY DOLLAR SOLD ONLINE, OVER \$300!



Hit a goal of \$300 = \$15 Amazon e-gift card!

PATH TO ADVANCEMENT

Merit Badge Opportunities

	Art For requirements 5a – Produce a Popcorn Sale poster for display
	Communication For requirement 2b – Make a Popcorn Sales presentation to your counselor For requirement 6 – Show your counselor how you would teach others to sell Popcorn
	Digital Technology For requirements 6d – Create a report on what you and your troop can do with the funds earned from selling Popcorn
	Graphic Arts For requirements 3 and 4 – Design a poster for use during the Popcorn Sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster
	Journalism For requirement 3d – Create a 200 word article about your Troop's Popcorn Sale
	Movie Making For requirement 2 – Create a storyboard and video designed to show how to sell popcorn
	Personal Management For requirements 5, 8, 9 – Define your Popcorn Sales Goal, Create a plan, and make a calendar for how you will achieve your goal with all your other activities
	Photography For requirement 5a, b, f – Take photographs of popcorn, Scouts selling popcorn, and other activities related to the sale. Then, arrange the prints with captions to tell a story of the sale (Req. 7)
	Plant Science With Counselor permission, use Trail's End educational materials to show how popcorn hybrids are grown and processed (Requirements 8a and 8b-Corn Option)
	Public Speaking For requirement 2 – Prepare and give a speech to your troop describing the benefits of the Popcorn Sale to the troop
	Salesmanship All requirements for this merit badge may be completed through the Popcorn Sale
	Truck Transportation For requirement 10 – Describe what kind of truck would be needed to ship popcorn from the factory to your Council, tell how the popcorn would be packed, estimate the time for the trip and explain what would be the best way to unload the shipment

TRAIL'S END SCHOLARSHIP PROGRAM



Scouts that sell at least **\$2,500** of qualifying Trail's End products in a calendar year will have **6%** of their total sales count towards their own Trail's End Scholarship.

- Once enrolled, 6% of any amount of sales thereafter will go towards the scholarship
- Scouts only have to hit the \$2,500 minimum one time
- Bonus!** Top 5 Scouts in each region will have an additional 6% go towards their account

Visit Sell.Trails-End.com for full details



SAFETY FIRST

- Buddy System:** Always have a buddy or adult with you when selling
- House Rules:** Politely decline to enter a stranger's house unless an adult is with you
- Money Matters:** Keep checks and cash in a Trail's End sale envelope with your name on it
- Road Rules:** Walk on the sidewalk whenever possible and always look both ways when crossing the street
- Curfew:** Never sell after dark

TOP SELLING TIPS

- ALWAYS** wear your uniform
- ALWAYS** smile and introduce yourself
- ALWAYS** ask your customers if they would like to support Scouting
- ALWAYS** know the popcorn flavors you are selling
- ALWAYS** say "Thank You!"



DID YOU KNOW?

Scouts that set a goal are twice as likely to fund their entire year of Scouting. **What's your goal?**

HAVE THE BEST SALE EVER!

For more information, videos or helpful tips, visit us at Sell.Trails-End.com. You can also find us on social media and share your adventures with us!

- /TrailsEndPopcorn
- @TrailsEndSnacks
- TrailsEndSnacks
- @TrailsEndPopcorn
- /TrailsEndSnacks

