



# *Trail's End*®

**Greater Yosemite Council**

Kernels Training Meeting

# SIGN UP YOUR UNIT!

*Trail's End*<sup>®</sup>  
Scout Fundraising



**Sign Up to Get Emails  
from Trails End and the  
Council**



**Kernel's Corner  
Website**

# Powered by Popcorn

**Trail's End**<sup>®</sup>  
Scout Fundraising



**BECOME  
DECISIONS MAKERS**



**LEARN MONEY  
MANAGEMENT**



**BECOME  
GOAL SETTERS**



**BECOME FUTURE  
ENTREPRENEURS**



**LEARN  
PEOPLE SKILLS**

## Benefits for Scouts

- Personal growth program that can be applied to advancement opportunities and service projects.
  - Earn Amazon eGift Cards
    - Millions of prize choices
  - Scouts choose the prizes they *want*

## Scouts Learn

- How to help others around them
  - Public speaking & math skills
- Salesmanship & perseverance
  - How to earn their own way
    - The value of hard work
  - How to handle rejection

# Ideal Year of Scouting

**Trail's End<sup>®</sup>**  
**Scout**  
**Fundraising**

## Plan Program

- Plan exciting adventures
- Add extra activity or campout supported by popcorn funds.

## Budget

- Use TE budget tool to assign costs and expenses.
- Add in camp, registration fees, advancements & Unit dues.

## Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

## Set Goals

- $\text{Total Program Costs} \div \text{Unit Commission} = \text{Unit Sales Goal}$ .
- Divide Unit goal by # of Scouts to get Scout goals.

## Raise the Money

- Commit to achieving the Unit's goal with one fundraiser.
- Less time fundraising = more time Scouting!

## Enjoy the Year!



# BEST PRACTICES

*Trail's End*<sup>®</sup>  
Scout  
Fundraising



## SET YOUR GOAL



Plan your unit's  
**Ideal Year of Scouting**

Check out the  
**Goal Setting Tool**  
available in the Training Resources

**Note: Unit Goal will be required  
to reserve storefronts**

*Trail's End*<sup>®</sup>



# Ways to Sell

## Storefronts

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming in and out of stores.
- Best Practice: One Scout and their parent per shift.



## Online

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!

## Wagon

- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



# Online Best Practices

**Trail's End**<sup>®</sup>  
Scout Fundraising

## Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products online.

## Customize Page

- Upload a profile picture.
- Write a description - "Tell your customers why they should support Scout fundraising."
- Select your favorite product.

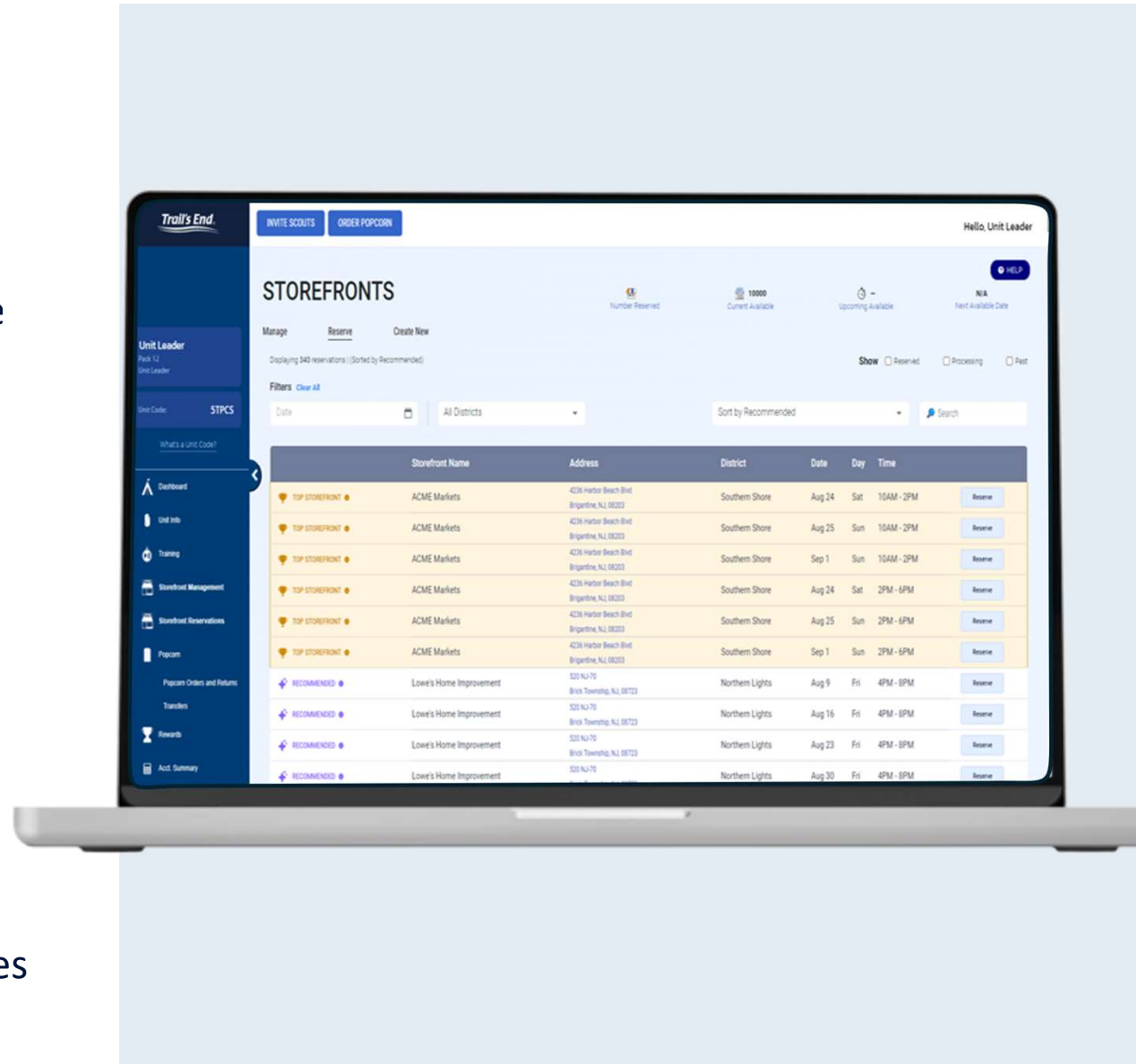
## Share

- Share your online fundraising page link with family and friends!
- Use the App to post on social, send emails and texts & generate a QR code.
- Follow-up with customers who have not bought.



# TE LEADER PORTAL

- Leaders manage entire sale in one place
- Invite Scouts to register and manage Scout roster
- Easily set Unit and Scout goals
- Order popcorn
- Real time reporting of sales and inventory
- Unit to unit transfers; no Council assistance needed
- Schedule and manage storefront sites and shifts





Successful fundraising starts with a goal!

Units must have a goal this year to reserve Storefronts™

Need help setting your goal? Use this guide to plan your program, create a budget, and determine your goal.

[Download Planning Guide](#)

- 232 users
- Goal avg. \$19,196

Let's dream big! 🌟

Did you know your storefront reservations are dependent on your sales goal? We noticed your current goal is lower than last year.

Consider adjusting your goal to maximize your storefronts and reach your full potential based on last year's impact!

Need help? Our team is happy to assist.

[Get help with my goal](#)

# IN-APP GUIDES

The screenshot shows the Scout24 Leader Dashboard. The dashboard includes sections for Goal Progress, Total Sales, Storefront Shifts Claimed, and Average Sales per Scout. An in-app guide overlay is visible, titled "My Fundraiser Checklist". The checklist includes the following items:

- Use this checklist to get ready for your popcorn fundraiser!
- 33% progress bar
- Set your unit's fundraising goal
- Complete your Storefronts™ Settings
- Invite your Scouts

The dashboard also displays a "Let's dream big!" notification with a "Get help with my goal" button. The total sales for the unit are \$1,861, and the average sales per scout is \$372.20.

- 570+ Units completed
- 1700+Units with a goal

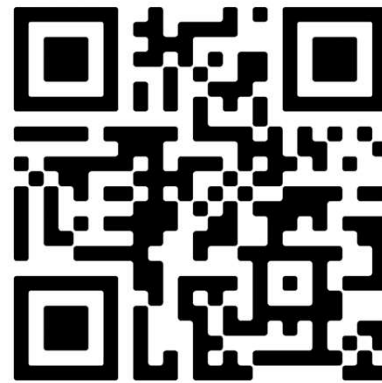
# Leader Training

## Videos

You Tube – Trail's End

### Topics

- Ideal Year of Scouting
- Unit Kickoff & Parent Buy-In
- Leader Portal training
- Storefront Best Practices
- Storefront Reservations & Management
- Managing Inventory



## Q&A Webinars

Leader Trainings begin July 10<sup>th</sup>

Scout Trainings begin August 7<sup>th</sup>

- Please watch the training videos before
- Trail's End experts will stay on and answer every question!

## Sale Resources

Leader Portal - Training page

- Leader Guide
- Unit Program Planner
- Scout & Parent Guide
- Banner
- Table Payments Sign
- Scout Pitch



# Trail's End App

**Trail's End**  
Scout Fundraising

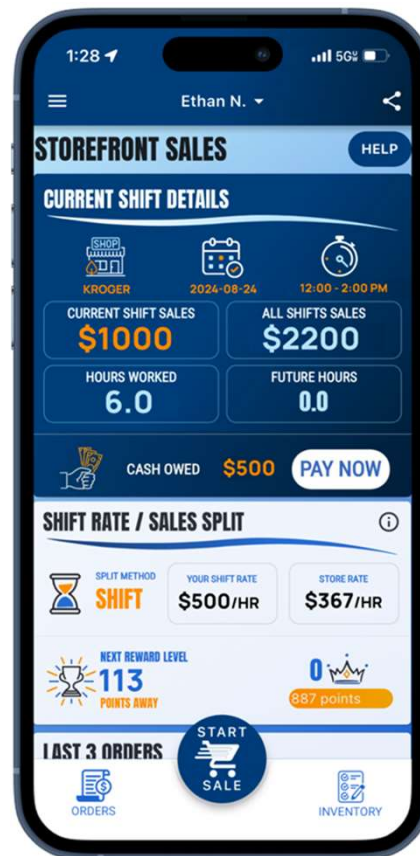
## Save Time Managing Your Sale!

### Scouts use the App to...

- track and report real-time storefront, wagon and online sales
- accept cash and credit cards
- track inventory by Scout and storefront
- schedule Scouts for storefronts.

### Free Credit Card Processing

Powered by Square | Paid by Trail's End



## Available in Apple and Google Play Stores

### New Scouts

Use Unit's Trail's End Code or their zip code to register. Families can use one email for multiple accounts.

### Returning Scouts

Sign in using 2024 username

**Families:** click name dropdown at top of screen to switch between accounts in the App

# New in 2025

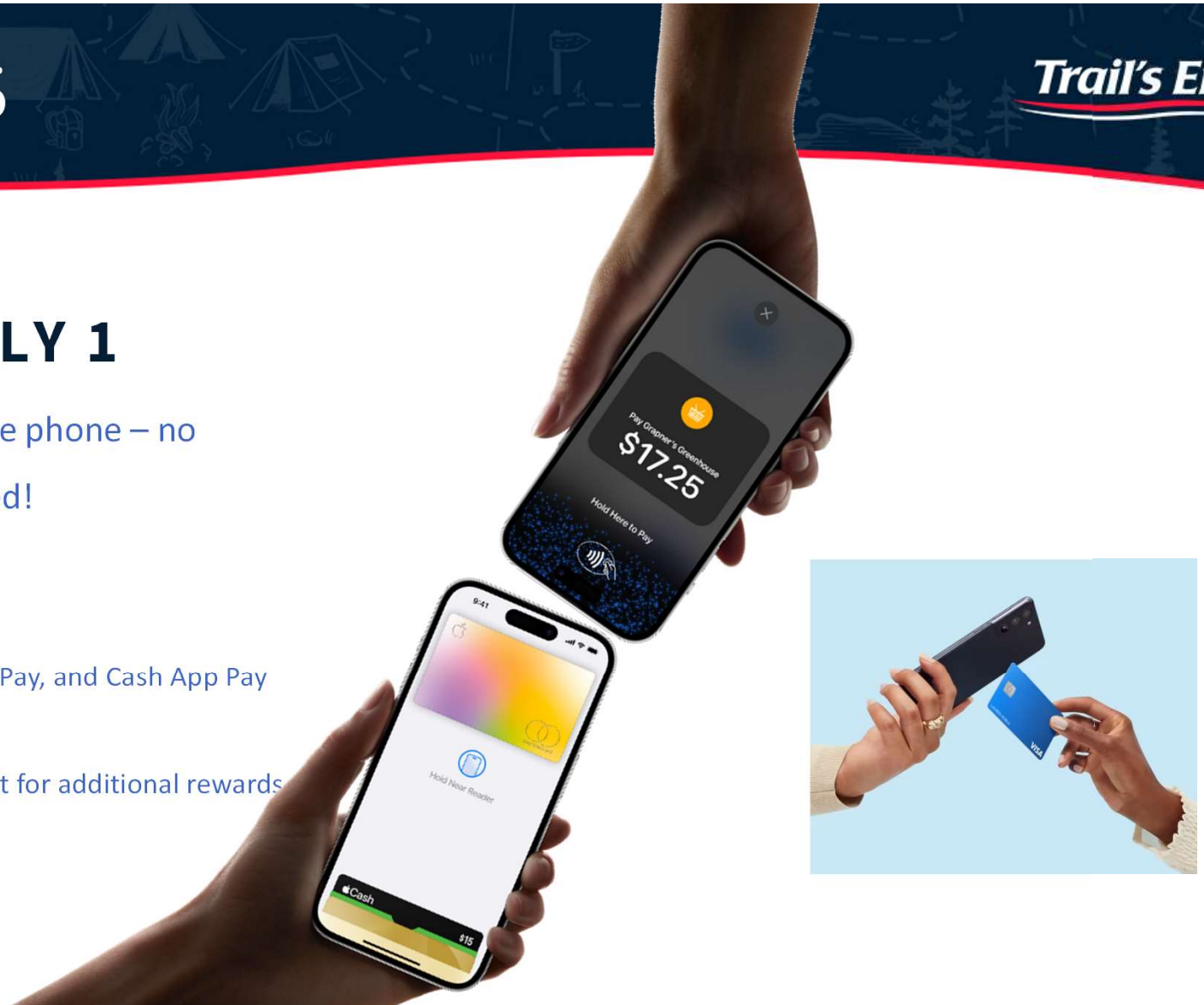
Trail's End®

## TRAIL'S END APP TAP TO PAY – LAUNCHES JULY 1

Take payments with a mobile phone – no additional hardware required!

Additional payment options:

- ✓ Credit card, Apple Pay, Google Pay, and Cash App Pay
- ✓ Cash payments
- ✓ Convert cash collected to credit for additional rewards



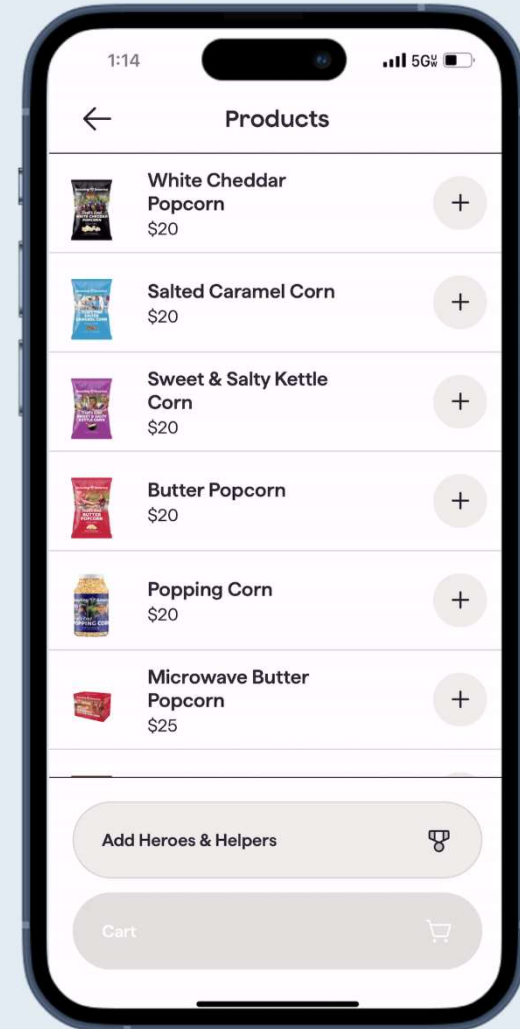
# TRAIL'S END APP **EASY CHECKOUT**

- ✓ Tap to Pay
- ✓ Credit Sales
- ✓ Apple Pay and Google Pay
- ✓ Cash Sales

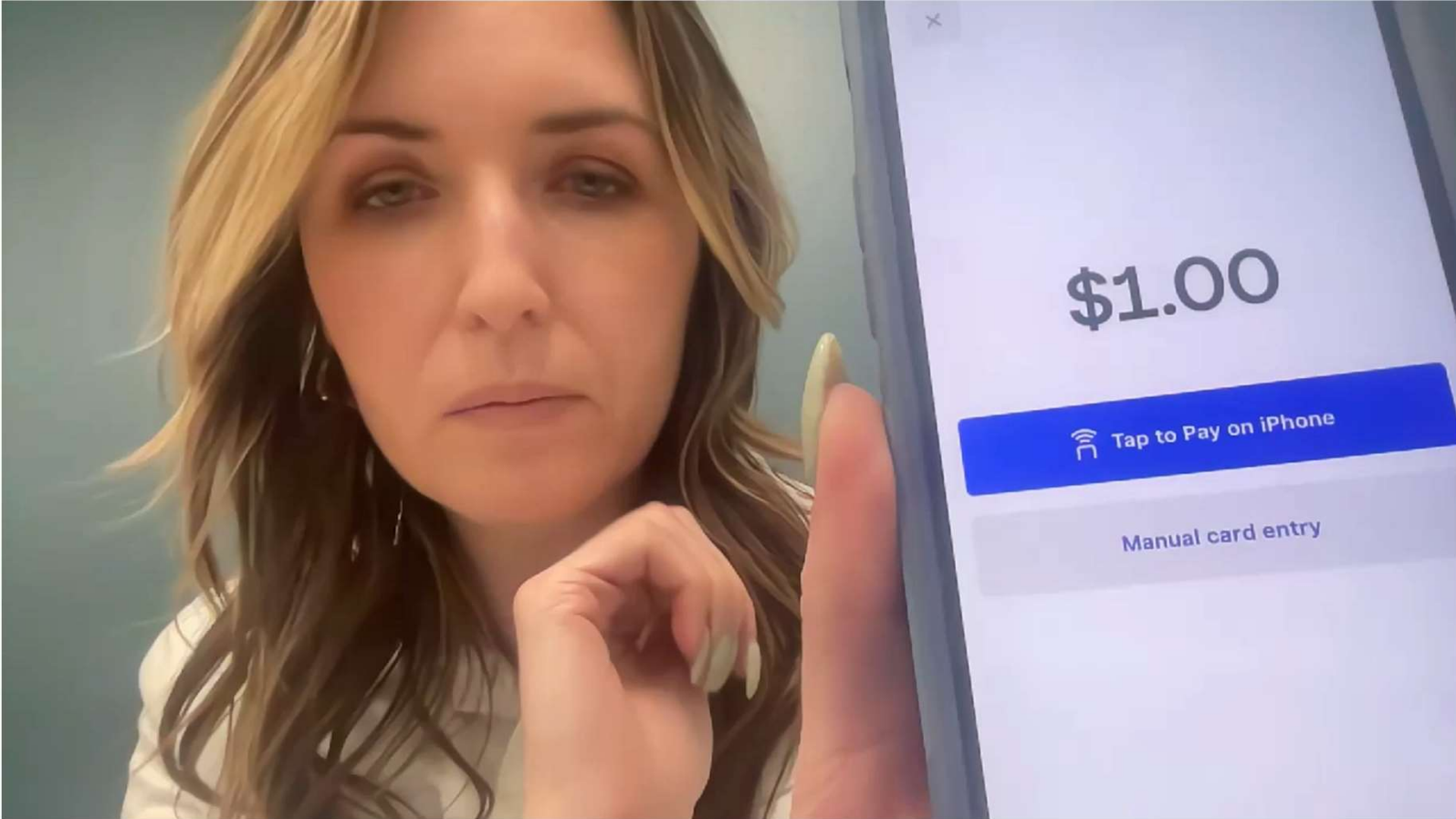
## Tap to Pay Compatibility

**Android** - S10 or newer is compatible

**Apple** - iPhone XR or newer is compatible



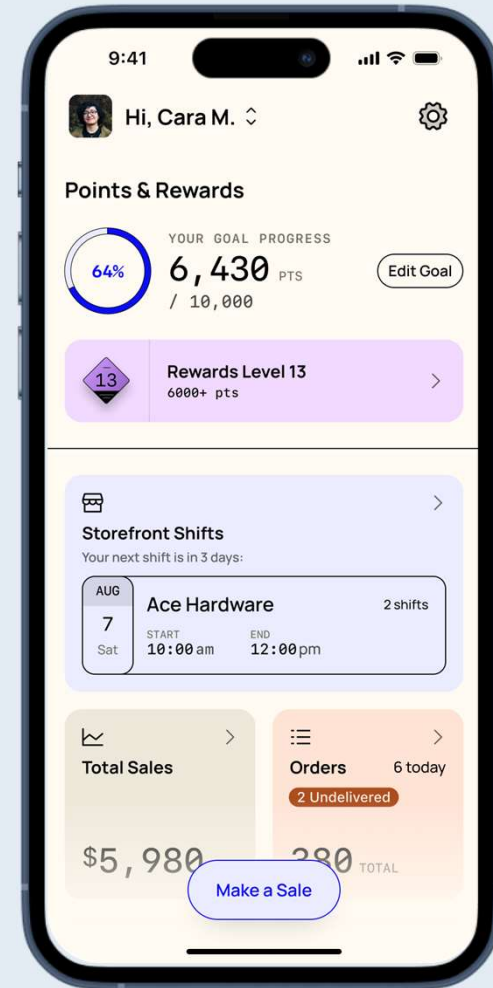
TRAIL'S END TECHNOLOGY  
**TAP TO PAY DEMO**



# TE Scout app DASHBOARD

✓ Single screen for all key actions:

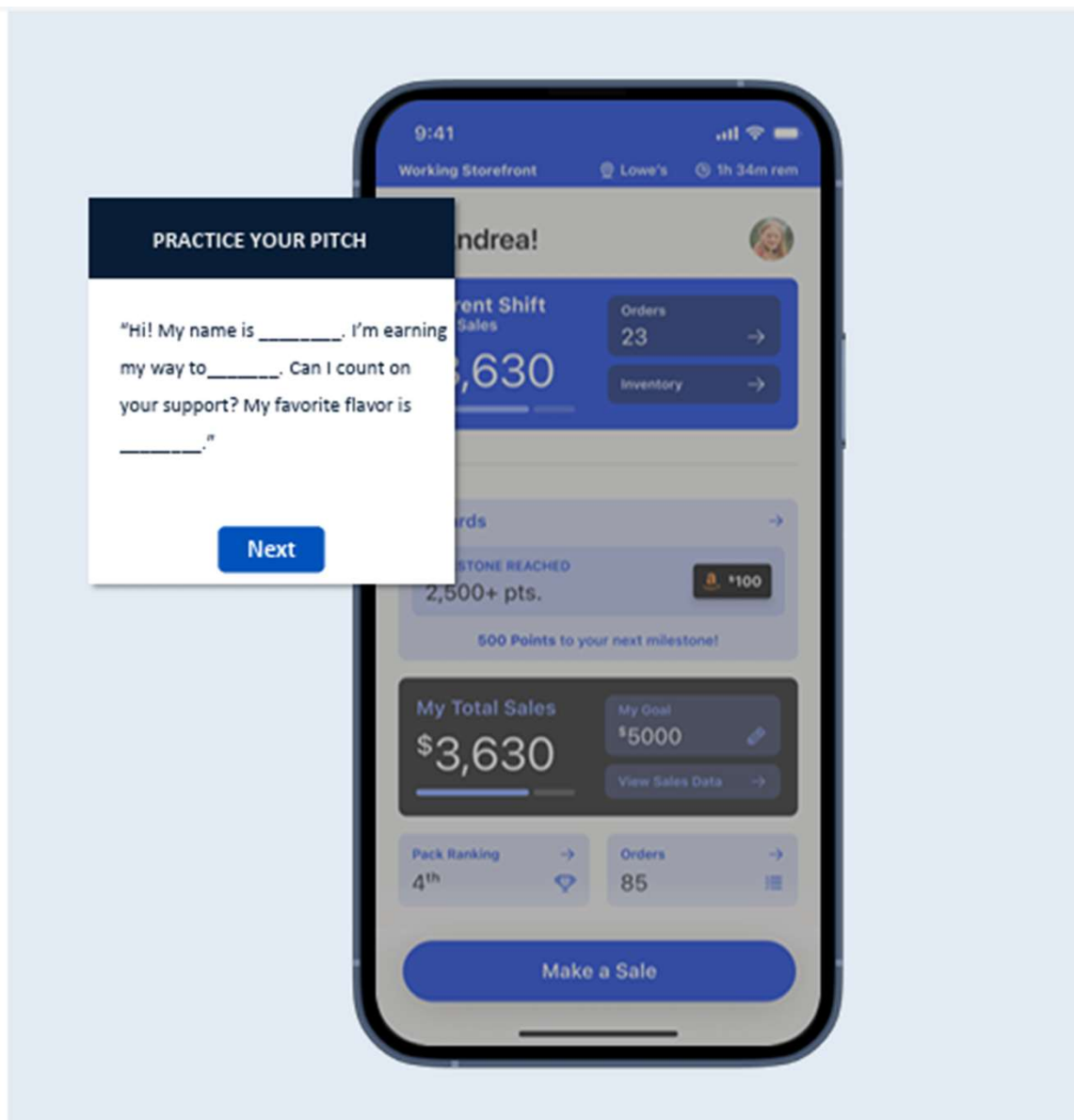
- Make a sale
- Goal and rewards
- Cash to Credit
- Storefronts
- Sales data
- Orders
- Online sales
- Training



## TRAIL'S END APP

# SCOUT TRAINING

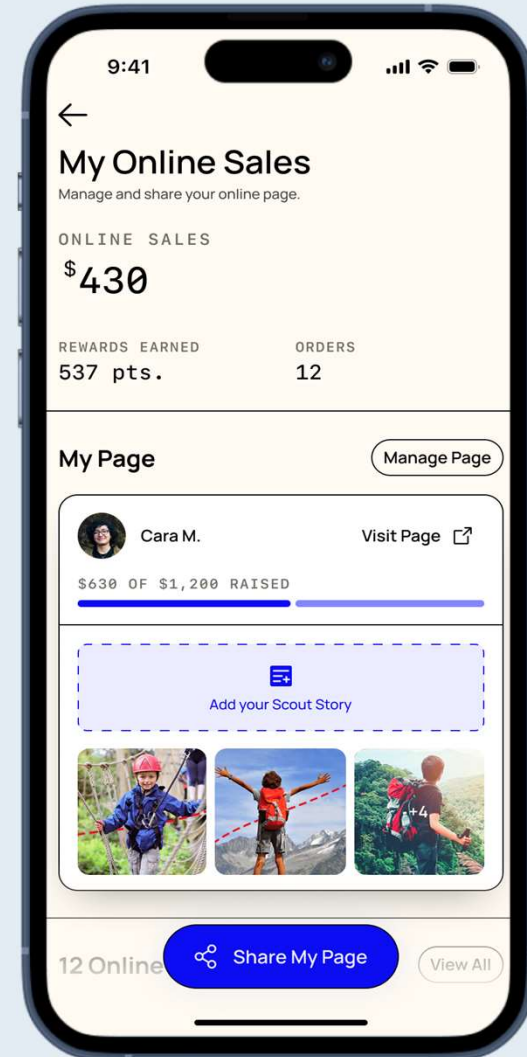
- ✓ Training provided as the Scout uses the app
- ✓ Scouts are prompted with the training they need when they need it





# TE Scout app Online Sales

- ✓ Share is the primary action for Scouts
  - Past customers
  - Text
  - Email
  - Social
- ✓ Scouts are guided to personalize their page with new empty states to help them get started



# 2025 STOREFRONTS!

*Trail's End*®



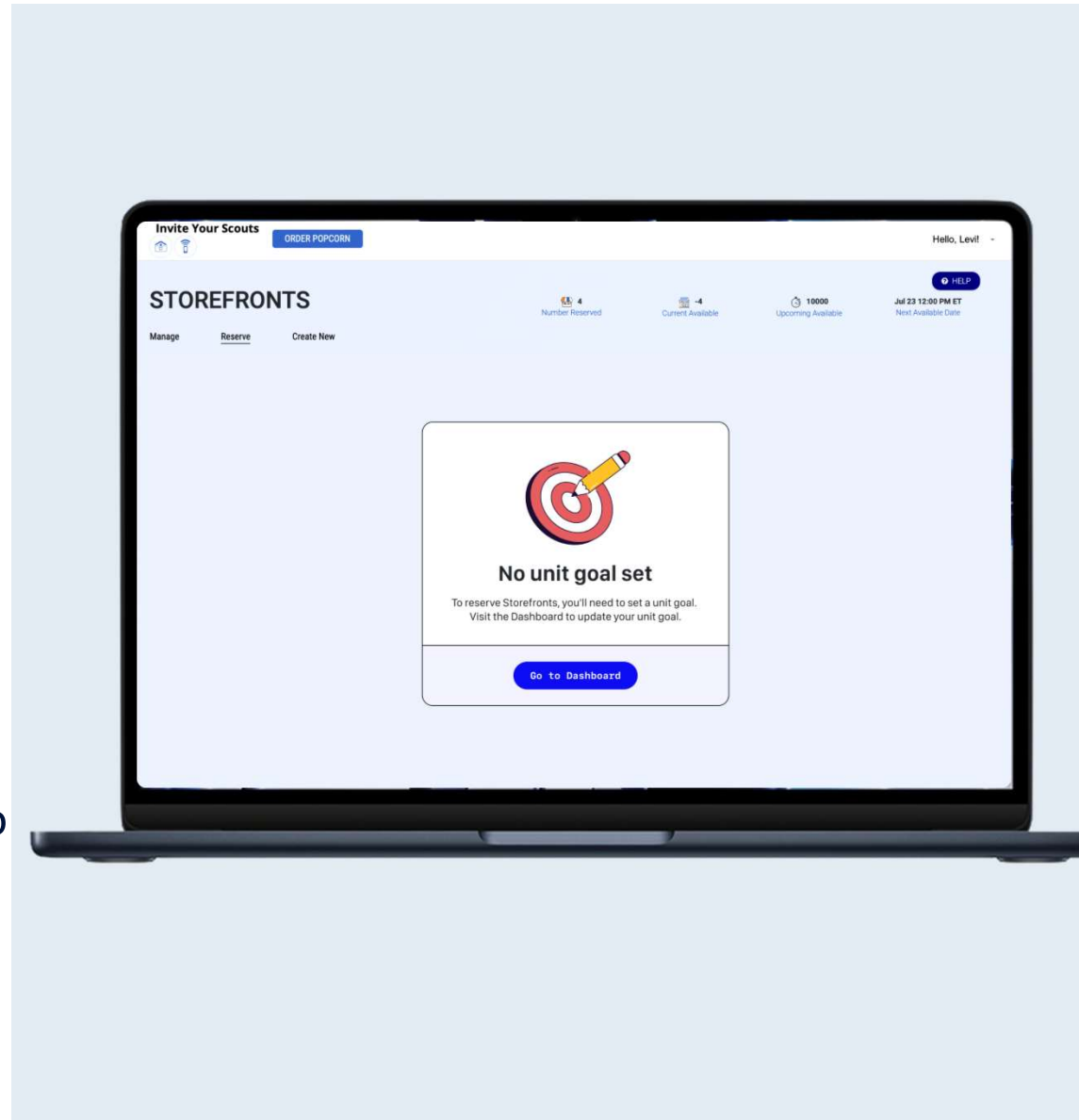
# 2025 STOREFRONT Claiming

*Trail's End*®

	<b>2024 SALES</b>	<b>RESERVATIONS</b>
July 22	\$10k+	4
July 23	All Units	2
July 24	All Units	Unlimited

# STOREFRONT EFFICIENCY

- ✓ Updated reservation time – 5 pm
- ✓ **Goal required to reserve storefronts**  
**(Enter your GOAL today!)**
- ✓ Guidance on storefront hours needed to reach goal





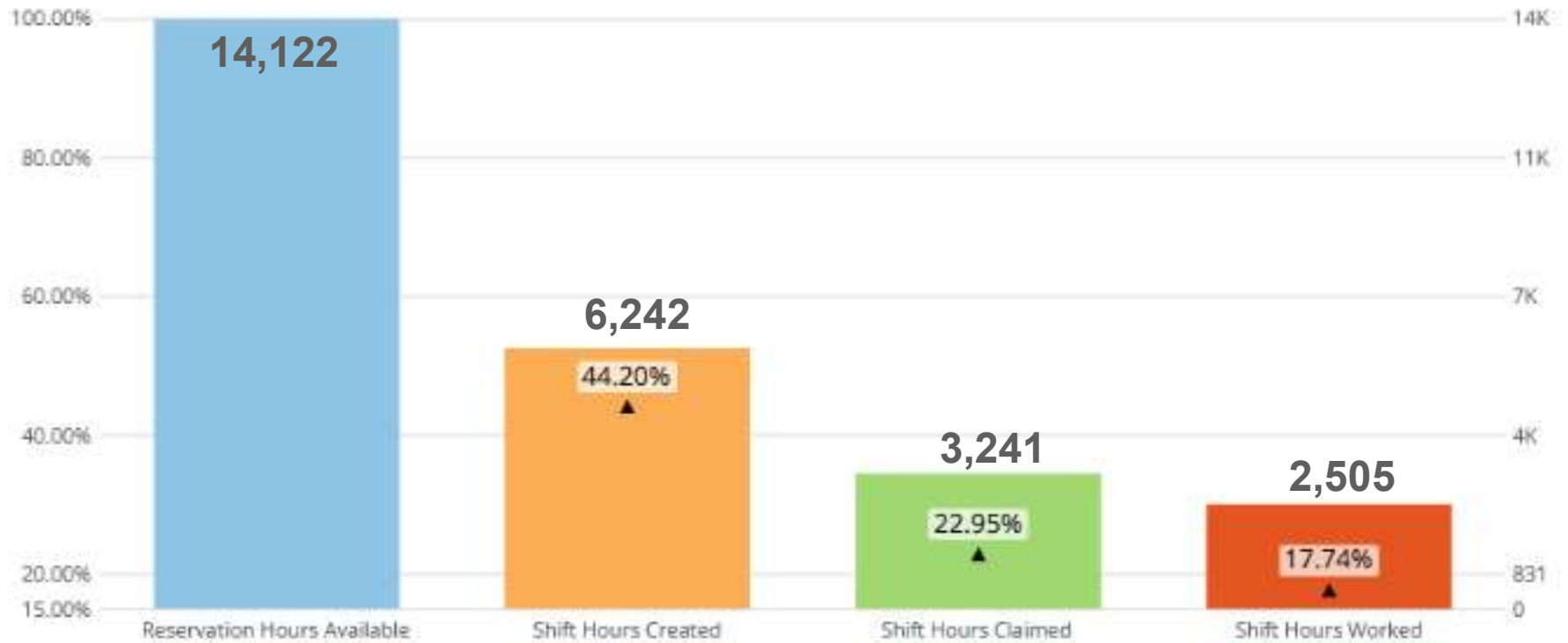
Trail's End®

## 2025 STOREFRONTS™

- **More opportunities for you to secure locations!**
- **Shifts with 0 Scouts for the upcoming weekend will be released on Thursday at 5 pm for everyone to claim.**
- **Auto-release on Thursdays at 5 pm for Fri - Sun reservations.**
  - **38% of weekend hours were claimed in 2024 and not used by Scouts.**

# GYC 2024 TE Storefronts

Trail's End Booked Storefront Hours



# Storefront Settings & Reservations

The **BEST, Most Fair & Highest Selling** split is One Scout and their Parent

## Default Settings

- Before reserving, set your split method.
- **One Scout and their Parent is the BEST split!**

**The Power of One Scout per Shift**

**Opportunity:** 24% of hours are NOT one Scout

Which one generates more sales per hour?

2 Scouts on  
1 shift

\$172

Or

2 Scouts on  
solo shifts

$\$150/\text{hr} \times 2 = \$300$

**Solution:** More one Scout shifts

## Reservations

- Trail's End is reserving the best-selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page
- Best hours will be highlighted

# Storefront Best Practices

## One Scout and their Parent - Making \$500/hour a Reality!

### Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader or use Tap to Pay
- 4 or 6-foot table & banner
- Cash box with small bills.
- Scout should use the restroom before shift.
- NEVER put prices on table.

### Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

### Parent Role

- Encourage your Scout to keep asking. No's happen, that's okay!
- Handle table and products setup.
- Stand and thank everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.



# 2025 TE REWARDS!

*Trail's End*<sup>®</sup>



*Trail's End*

# HEROES & HELPERS 2024 IMPACT



**300,000+ BAGS**

and cartons of Trail's End popcorn were delivered to Active Military, Veterans, Local Food Banks, Fire/Police/EMT, and Homeless Shelters



**52,000+ SCOUTS**

collected Heroes & Helpers Donations — helping fund their Scouting dreams



**\$265,000+ REWARDS**

earned by Scouts from Heroes & Helpers donations

## EARN MORE WITH HEROES AND HELPERS™

	Points* (per \$1 sold)
<b>Heroes and Helpers</b>	<b>1.75</b> (credit & online) / <b>1.5</b> (cash)
<b>App Credit &amp; Online</b>	<b>1.25</b>
<b>App Cash</b>	<b>1</b>

Each sale only accrues points in the applicable category above in which it will earn the most points

**Cash to Credit™**  
Earn an additional 0.25 point per \$1 converted. Points for Storefront cash converted are split among Scouts working the store that day.

## EARN MORE WITH ONE SCOUT & PARENT STOREFRONT SHIFTS

### 2025 Bonus Rewards\*

Jun 30 8pm ET - Nov 30 6:59pm ET

#### Sell \$500 or more per hour per Scout

- Earn 1 bonus point per dollar sold

#### Sell \$300-\$499 per hour per Scout

- Earn 0.5 bonus point per dollar sold

#### Sell \$500 or more online

- Earn 250 bonus points

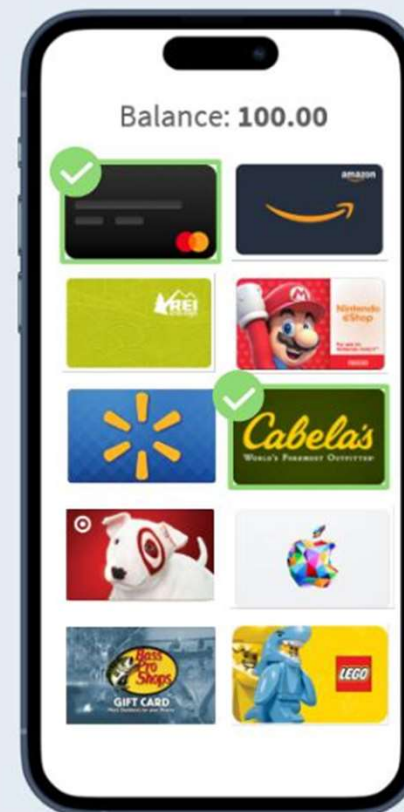
# 2025 TE REWARDS

Trail's End®

## TRAIL'S END APP SCOUT REWARDS

- ✓ Scouts claim their rewards from the app
- ✓ 15 gift card options
- ✓ Scouts can split their rewards across multiple gift cards
- ✓ No approving, receiving, distributing, or replacing prizes.
- ✓ Uncapped levels to incentivize top sellers.

AMAZON, TARGET, WALMART, PREPAID MASTERCARD®, DICK'S SPORTING GOODS, NINTENDO, REI, GAMESTOP, BASS PRO SHOPS, BEST BUY, CABELA'S, APPLE, LEGO, XBOX, AND PLAYSTATION



# Council Sale Details - Incentives

2025 COUNCIL INCENTIVES						
Trails End Rewards		Greater Yosemite Council Incentives				
TE Point System	Scout Receives from Trail's End E-Gift Cards	Total Dollars Sold By Scout	Funded Registration	Scout Bucks	Top Sellers Party With Stockton Kings	*Family Adventure
17,500	10% of points	\$17,500	Full	\$340.00	X	Each Scout will be entered in a drawing to win a Family Adventure. <i>*Maximum of 4 family members including the scout.</i>
15,000	1,250	\$15,000	Full	\$300.00	X	
12,000	1,000	\$12,500	Full	\$280.00	X	
10,000	750	\$10,000	Council Fee	\$240.00	X	
7,500	550	\$7,500	Council Fee	\$220.00	X	
6,000	450	\$6,000	Council Fee	\$200.00	X	
5,000	350	\$5,000	Council Fee	\$180.00	X	
4,000	250	\$4,000	Council Fee	\$160.00		
3,500	200	\$3,500	Council Fee	\$140.00		
3,000	150	\$3,000	Council Fee	\$100.00		
2,500	100	\$2,500	Council Fee			
2,000	70	\$2,000	Council Fee			
1,750	60					
1,500	50					
1,250	40					
1,000	30					
750	20					
500	10					

**NO CHANGES!**



**Last day to count sales towards Council Incentives is November 15, 2025.**

**Scouts can sell until the last day of 2025 to get more points towards their Trail's End E-Cards.**

# Council Sale Details - Commission

<b>COMMISSION STRUCTURE</b>	<b>DESCRIPTION</b>	<b>%</b>
<b>Base</b>	<b>Standard Commission for every unit that sells popcorn.</b>	<b>33%</b>
Scouts Honor Bonus	Attend a Kernel's Training Meeting.	1%
Heroes and Helpers Bonus	Increase your Heroes and Helpers donations from last year's total donations. (Traditional sales only, NOT Online Sales).	1%
More Scouts Bonus	Increase the number of scouts selling from last's years total of scouts. Each new scout must sell at least \$500 in product (online or traditional sales)	1%
Total		<b>36%</b>
<b>Online Sales</b>	<b>Separate from regular sales commission.</b>	<b>30%</b>

# Council Sale Details - Dates

**Trail's End**<sup>®</sup>  
Scout Fundraising

**Tuesday, June 24; Wednesday,  
June 25**

Popcorn Training Meeting

**July 22—24**

TE Storefront Claiming

**Monday, July 28**

“Show and Sell” first order due

**August 6 or 7**

“Show and Sell” Popcorn Distribution

**Friday, August 8**

Council Popcorn Kickoff

**Saturday, August 9**

Ready, Set, Go! Popcorn Sales Starts

**Monday, August 18**

“Show and Sell” Order #2

**Friday, August 29**

“Show and Sell” #2 Popcorn Distribution

**Monday, September 1**

“Show and Sell” Order #3

**Tuesday, September 2**

*(By Appointment Only, before noon)*

“Show and Sell” Returns **(up to \$5,000)**

**Friday, September 12**

“Show and Sell” #3 Popcorn Distribution

**Monday, September 15**

“Show and Sell” Order #4 (if needed)

**Friday, September 26**

“Show and Sell” #4 Popcorn Distribution

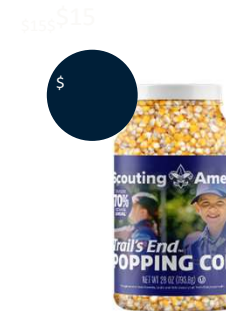
**Wednesday, October 29**

*(By Appointment Only, before noon)*

Final Payment Due. *2% late charge each week will be assessed on November 3*

# Products

**Trail's End®**  
Scout Fundraising



OVER  
**70%**  
STAYS  
LOCAL\*\*

- Products and flavors consumers purchase every day.
- Fewer products simplifies the sale for Councils, Units & Scouts.

## Heroes & Helpers Donations

Donations in App will be automatically processed nightly & reflected on Unit orders, eliminating manual ordering, and saving time!



# HELP, HELP, HELP!!!!

**Trail's End**<sup>®</sup>  
Scout Fundraising



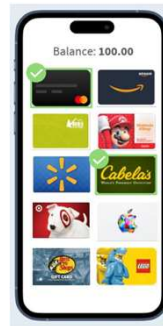
## WE NEED YOUR HELP!!!!



# Wrap-up

## Place Final Order

- Collect undelivered orders from Scouts.
- Go to “Popcorn Orders” page in Leader Portal.
- The system will highlight shortages using App sales and previous Unit orders.

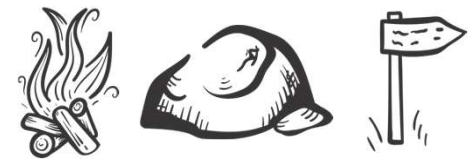


## Submit Rewards

- Submit Unit's Rewards order when ready.
- Trail's End eGift Cards will release 5 days later for Scouts to claim in App.
- Submit again for Scouts that sell more and earn a bigger eGift Card.

## Request Unit Payout

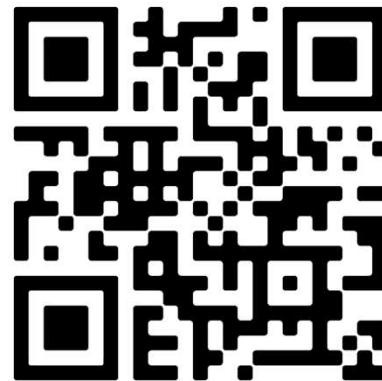
- Go to Account Summary page in Leader Portal.
- Ensure Unit Invoice is paid.
- How to request payout:
  - Enter the Unit's bank account on Unit Info page.
  - Click Request Payout.



# Support

## Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



## Facebook Group

Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.

## Council Support

Kelly Osterhout - Volunteer

- [kelly@bluesierrafarms.com](mailto:kelly@bluesierrafarms.com)
- 209-614-6194

Marisol Gonzalez – Staff Advisor

- [marisol.gonzalezcuevas@scouting.org](mailto:marisol.gonzalezcuevas@scouting.org)
- 209-637-3949

## Council Facebook Group:



# HELP, HELP, HELP!!!!

**Trail's End**<sup>®</sup>  
Scout Fundraising



## WE NEED YOUR HELP!!!!