



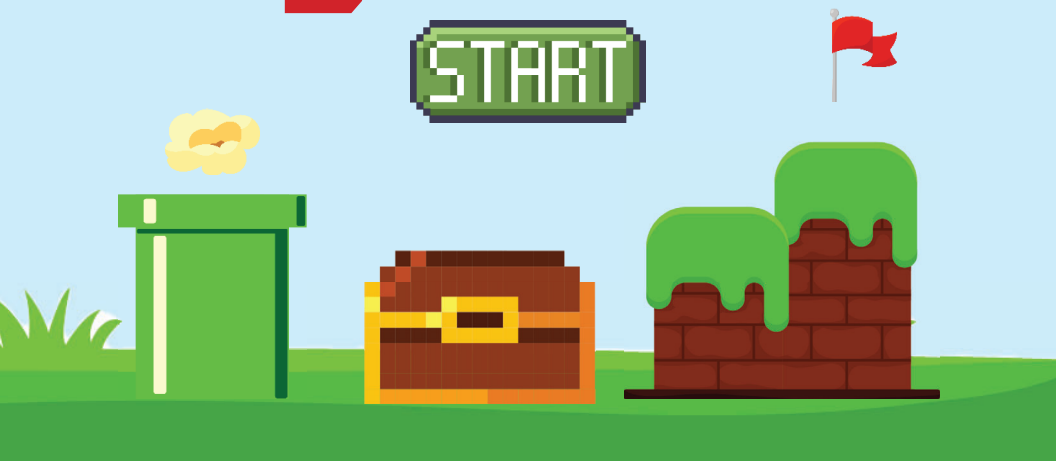
BOY SCOUTS OF AMERICA®
GREATER TAMPA BAY AREA COUNCIL

2023 Popcorn Sale



Players Guide

START



Everything Scouts need to know
About the 2023 popcorn sale



Product Mix

Sweet and Salty
Kettle Corn
\$15



Popping Corn
\$15



White Cheddar
\$20



Sea Salt Box
\$50



S'Mores
\$25



12pk Unbelievable
Butter Microwave
\$25



Salted Caramel
\$25



Chocolatey *
Pretzels
\$30



Online only

The Coin Club (Prizes and More)

Join the Coin Club and Level Up



100 Coin Club - Sell \$100 and get a themed patch



750 Coin Club - Sell \$750 and get 2 movie tickets



Super Seller Club - Sell \$2,500 and attend the Super Seller Party in January



Power-UP Club - For every \$3,000 sold, receive one \$250 giftcards to one of the following store:



Trail's End

REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App and choose the prize they want!

1.25 PTS PER \$1 SOLD
APP CREDIT/DEBIT CARD &
ONLINE DIRECT
1 PT PER \$1 SOLD
CASH



EARN MORE
Easier



trails-end.com/rewards

POINTS	GIFT CARD
17,500	10% <small>of total sale</small>
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

Rewards earned in 2023 must be claimed in App by Scouts before June 24, 2024

60 Day Sale Planner: How To Reach Your Goal

SCOUT

TOTAL GOAL

DAILY GOAL

\$500 GOAL = \$9/DAY

\$1,000 GOAL = \$17/DAY

\$1,500 GOAL = \$25/DAY

\$2,000 GOAL = \$34/DAY

\$2,500 GOAL = \$42/DAY

\$5,000 GOAL = \$84/DAY

\$7,500 GOAL = \$125/DAY

\$10,000 GOAL = \$167/DAY

**INDIVIDUAL PACK/TROOP SALES MAY DIFFER*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						Aug 26
27	28	29	30	31	Sept 1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
Oct 1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

SIMPLE WAGON SALE/ STORE FRONT SCRIPT

"Hi, my name is _____ with (your unit #). We are selling popcorn to raise money for camp and other Scouting adventures! Will you please help by buying some of our delicious popcorn?"

HOW TO SELL \$1,000 IN UNDER 8 HOURS

5
mins

PERSONALIZE. Download the Trail's End App, register an account, if you don't already have one, personalize, your account. Set a goal, add images, and a short bio explain why you are fundraising.

10
mins

ONLINE DIRECT. Utilize the new Auto share feature of the Trail's End App to ask your prior customers and phone contacts to support your adventures again this year, You can choose from one-time, 30-day, 60-day and 90-day sharing campaigns that include email(s) and/or text message(s). Trail's End does the work for you, and the average customer orders over \$65 when they order Online Direct!

Pro Tip: Share your fundraiser page through social media, and tag your family and friends.

4
hrs

STOREFRONTS. Download the Trails End App and register an account. Then on the Trails End App, have a parent or guardian sign you up for a shift to sell at a store location. *Pro Tip: Be sure to take water and snacks with you for your shift*

3
hrs

WAGON SALES. Download the Trails End App and register an account. If permissible, visit homes or businesses with a parent or guardian with take order forms and product in-hand. *Pro Tip: Wear your uniform and practice your popcorn sales speech.*

HEROES AND HELPERS



"EVERY HERO DESERVES A SNACK!"

With the donations collected by Scouts like you, we are able to recognize local Heroes & Helpers with a gift of Popcorn!

How Scouts Earn the Patch

Each Scout that collects \$75 of donations for the Heroes and Helpers category and records it in the Trails End app will receive the exclusive Heroes and Helpers collectors patch.

How Leaders Earn the Patch

For every 3 Scouts who collect a minimum of \$75 in donations for the Heroes and Helpers category and record it in the Trails End app (\$225), a leader will receive the exclusive Heroes and Helpers collectors patch

Please Note:

Trails End has re-branded "American Hero donations" as "Heroes & Helpers donations". **All donations recorded in the Trails End app count towards a Scout's Total Sales, TE Points and Unit Commission,** as well as earning the "Heroes and Helpers" Patch

Personalizable Script Templates

Scout Name: _____

Unit Type & Number: _____

Parent/Guardian Name: _____

Unit Leader Name: _____