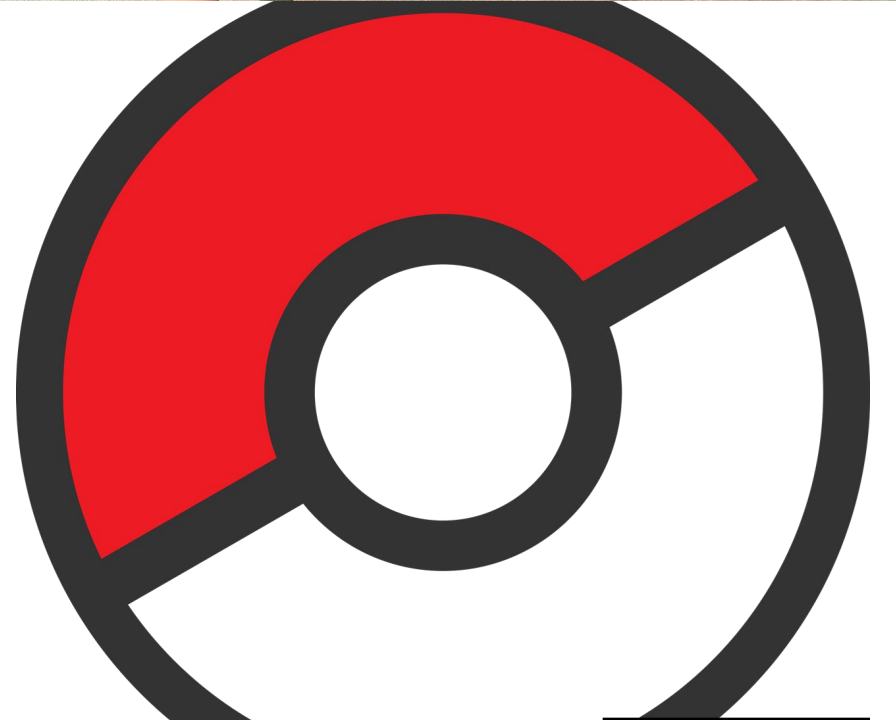
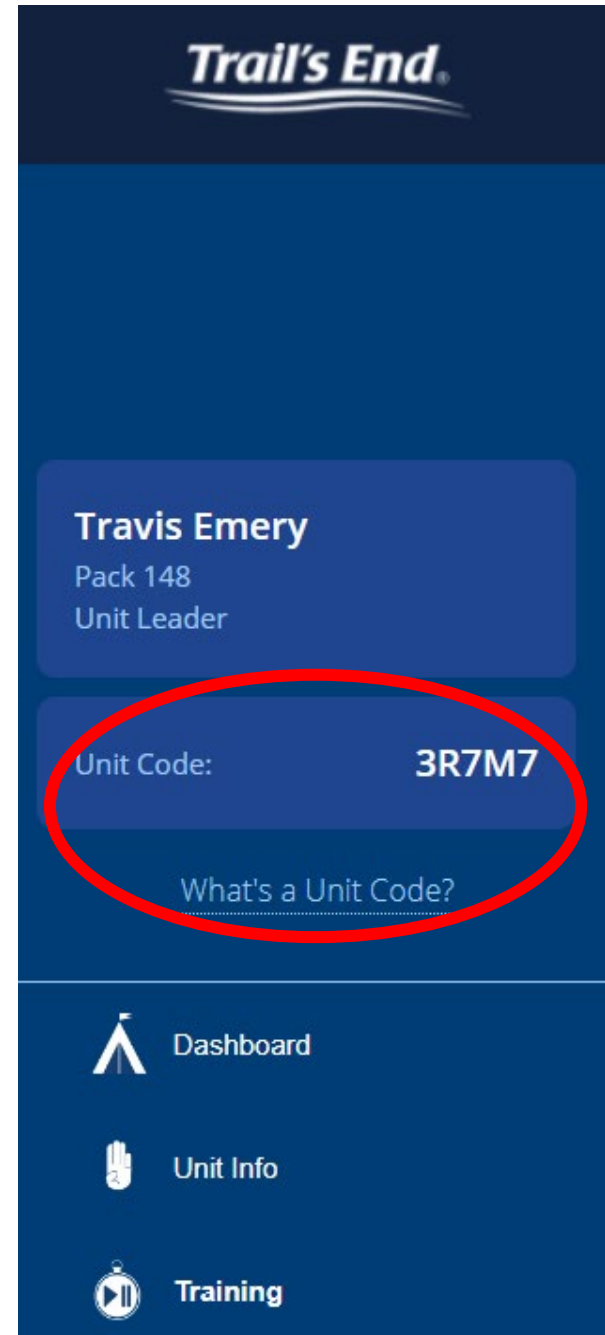


GREATER TAMPA BAY AREA COUNCIL 2024 KICKOFF



ARE YOU REGISTERED?

www.trails-end.com/unit-registration



2023 Overview

- **TOTAL SOLD: \$1,192,079 – 26% increase over 2022!**
 - **STOREFRONT: 72%**
 - **WAGON: 13%**
 - **ONLINE: 15%**
- **# OF SCOUTS THAT SOLD: 3129**
 - **2600 Patches**
- **AVERAGE SOLD PER SCOUT: \$657**
- **AVERAGE UNIT COMMISSION: 34%**
- **HEROES & HELPERS: \$55,000+**
 - **600 Patches**



Unit Successes Across the Nation:

- 13 Units sold over \$100k! 2 Units sold over \$200k
- 124 Units sold over \$50k!
- 1,065 Units sold over \$20k!
- 3,384 Units sold over \$7,500



Scout Successes:

- 2032 Scouts (20% of Scouts) sold \$1,000 or more and made up 60% of the sale!
- Scouts who sold both traditional and online averaged \$1,145 (\$1,092 in '22).
- 3131 Scouts (41% of Scouts) sold \$500 or more and made up 81% of the sale!

WHY SELL POPCORN?



Fund Scouting Adventures

Examples

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancement
- Annual dues

Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

Scouts Earn

The Scouts will love the REWARDS!!

WAYS TO SELL



WAYS TO SELL

ONLINE DIRECT



Sell online & ship directly to customers.

- Record in the app or share your online page
- Share your page via email, text, social media or QR code
- No handling products or cash
- Average Order: \$65
- Products & prices may vary
- Shipping/Tax may be charged
- Available year round

STOREFRONT SALES



Leverage high foot traffic locations reserved by Unit Leaders.

- Sign up to sell in front of a store
- Average Sales: \$150 per hour
- One parent and one Scout is ideal to cover more hours
- Insert Storefront split information if your Unit is using one

WAGON SALES



Direct sales to family, friends, neighbors.

- Have parents ask co-workers
- Be sure to mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, hand over products immediately
- Undelivered: Take an order to deliver products later

14,814 HOURS BOOKED BY TE

TIP: Always make sure you see a confirmation screen before navigating away



NEW & RETURNING THIS YEAR!

- New Theme
- New Unit Incentive
- Returns
- Kernel Journals
- District Kernels
- Heroes and Helpers Program
- Product Flavors & Mixes
- # of Storefront Hours
- GTBAC Popcorn FB page

FREE MONEY!

- All New selling units (did not sell in 2023) are eligible to receiving \$530 in free product
- Units must sign up for a storefront shift and record sales through trails end app

DOES YOUR UNIT WANT



\$530 IN FREE MONEY?

Register your unit today and receive 3 cases of product and 1 storefront shift Product can be picked up at your nearest popcorn distribution location. See website for more details.



Register to Sell



GTBAC Popcorn website



To qualify a Unit must sign up for a storefront shift and record sales through the Trails End app.

More info:
Tampabayscouting.org/popcorn

TRAIL'S END TECHNOLOGY FOR LEADERS

MAKE YOUR SALE EASY!

Trail's End App (Scouts Only)

- Record sales (accepts credit cards)
- Sign up for Storefronts
- Track your progress towards your goal
- Record deliveries
- Share online sale page
- Claim rewards

Unit Leader Portal

- Manage your sale from the leader portal
- www.trails-end.com/leader
- Portal is mobile friendly when accessed through the browser on your phone
- When Scouts use the app, Leaders can:
 - Track progress toward goal, monitor inventory, oversee storefront sign ups, setup storefronts and sales splits, manage accounting and more!

CREDIT CARDS

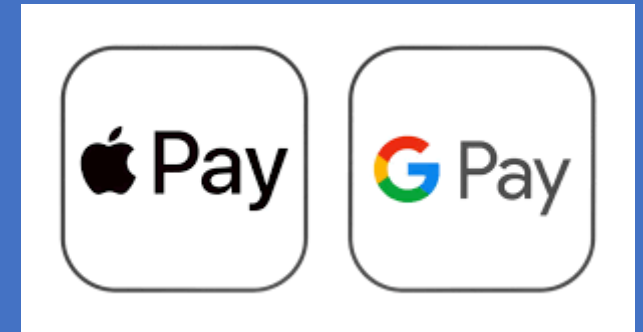
Tell your customers

“We prefer credit/debit”

- Trail’s End pays the credit card fees*
- Scouts receive higher reward points
- Scouts & leaders handle less cash
- TE App works with Square readers or card information can be entered manually
- When choosing a Bluetooth reader, you can also accept Apple Pay and Google Pay
- Parents can pay their cash due for wagon sales (Click ‘Pay Now’ on the Wagon Sales screen)**

**TIP: You must use the Trail’s End app for credit card fees to be covered (no need for the Square app)*

***NOTE: Using Pay Now does not count as a credit card sale for Trail’s End rewards points*



A SUCCESSFUL SALE



A SUCCESSFUL SALE

For Unit Leader Prep

- View the Trainings
- Plan your program year & key adventures
- Determine your budget and goal via the Unit Leader Planner which we will get to in a couple of slides.
- Secure storefronts which are open for the taking
- Obtain any supplies needed:
 - Square Readers
 - Storefront supplies
 - Unit incentives
- Prepare for your Unit Kickoff

Prepare your Scouts & Families

- Training
- Setup accounts in the app
- Motivate with incentives and how you will use the funds
- Communicate key dates and progress

RESOURCES & PLANNING



WELCOME to the weekly GTBAC Kernel Journal! The Kernel Journal contains weekly updates, information, success stories and MORE to help you stay in the loop

POPPIN' UPDATES

LET'S FINISH STRONG!!

- **STOREFRONTS! STOREFRONTS! STOREFRONTS!** There are over 7,500 hours of storefronts up for grabs. Claim them through your Leader Dashboard on the Trails End website. Here are just a few of the many available between 10/27-10/29:

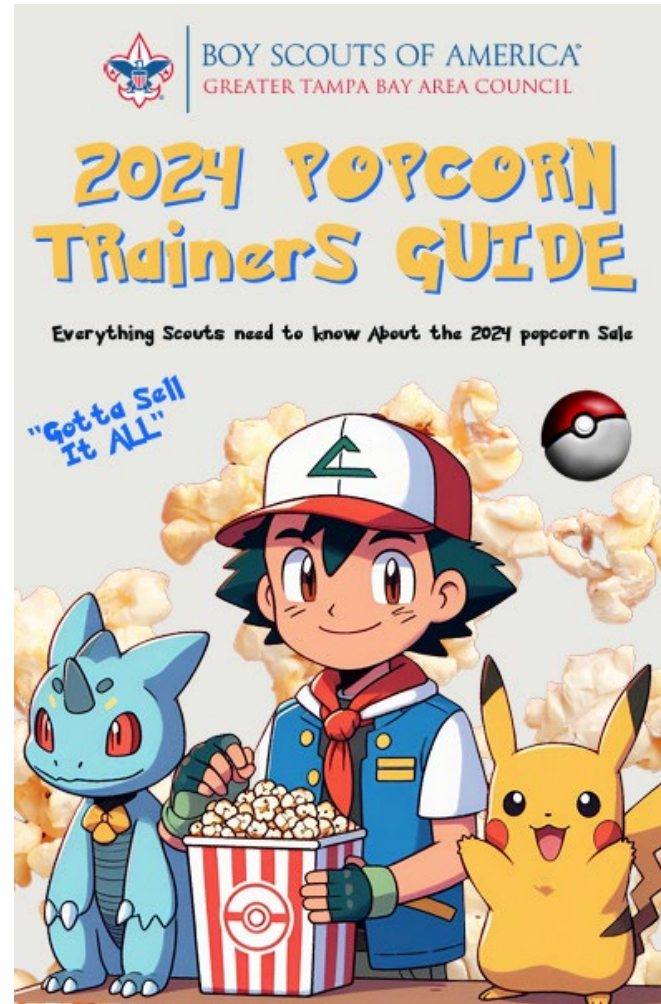
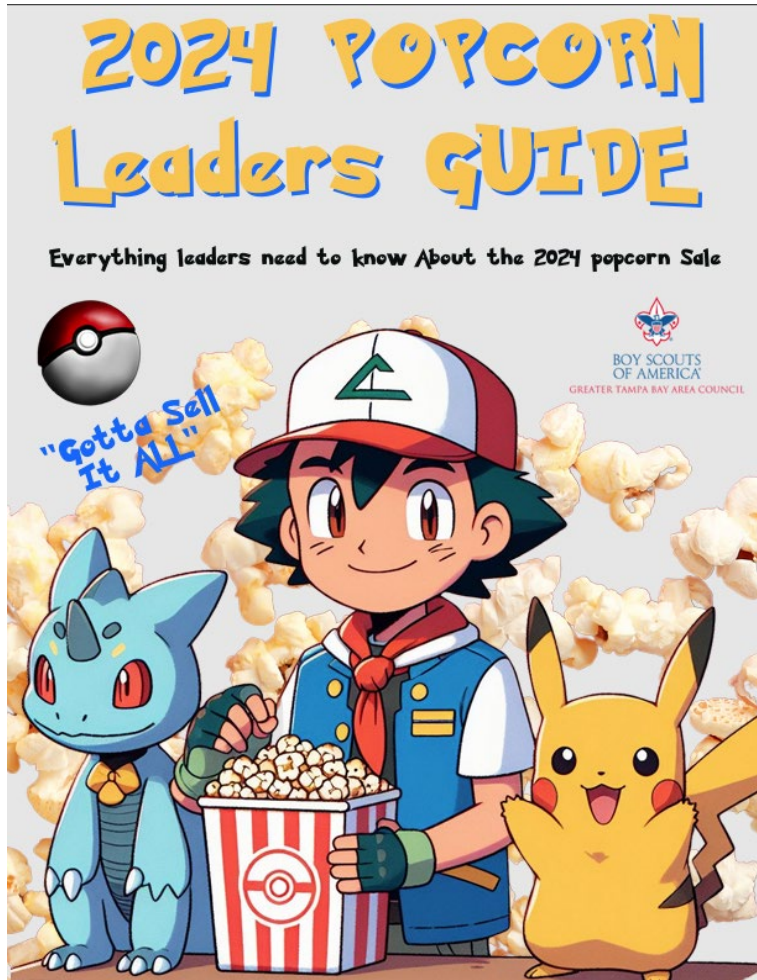
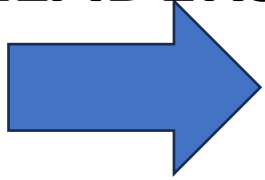
www.tampabayscouting.org/popcorn

Resources

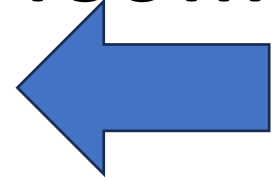
- Guidebooks (Leader & Youth)
- Unit Planning Budget Template
- How To's (order popcorn, book a storefront)
- Rewards & Commissions
- Important Dates
- Contact Information
- AND MUCH MORE!

GUIDEBOOKS

LEADERS



YOUTH



BUDGET & GOAL

- Plan your ideal year's key adventures and expenses
- Determine your Unit's expenses
 - Dues
 - Advancements
 - Supplies
 - Etc...
- Set your Sales Goal based on your budget
- Estimate Storefront hours needed to meet your goal
- Set individual sales goals
- Decide on Unit incentive for Scouts

See the “Unit Leader Planner” document for more info

UNIT OPERATING BUDGET				
UNIT DETAIL:		Date budget completed:		
CM/SM/Skipper/Advisor:		Unit No.		
Assistant:		District:		
Committee Chairperson:		Projected No. of Scouts:		
Treasurer:		Projected No. of Registered Adults:		
Popcorn Kernel				
PROGRAM EXPENSES:		Annual Cost Per Person	# of Scouts & Adults	Total Unit Cost
NEW Registration (YOUTH)	\$75 Registration Fee + \$25 Join Fee + \$33 Program Fee	\$ 130.00	0	\$ -
NEW Registration (ADULT)	\$45 Registration Fee + \$21 Program Fee	\$ 66.00	0	\$ -
RETURNING Registration (YOUTH)	\$72 Registration Fee + \$33 Program Fee	\$ 105.00	0	\$ -
RETURNING Registration (ADULT)	\$45 Registration Fee + \$21 Program Fee	\$ 66.00	0	\$ -
Boys' Life	Total subscriptions @ \$15 ea.	\$ 12.00	0	\$ -
Unit Charter Fee		\$ 100.00	1	\$ 100.00
Advancement Cost/Scout		\$ -	0	\$ -
Unit Outings	Location/Activity/Details	Cost Per Person	# of Attendees	Approximate Cost
(1) Camping trip		\$ -		\$ -
(2) Field trip		\$ -		\$ -
(3) Camping trip		\$ -		\$ -
(4) Field trip		\$ -		\$ -
(5) Camping trip		\$ -		\$ -
(6) Field trip		\$ -		\$ -
District/Council events	Camporees, Shooting Sports, etc.	\$ -		\$ -
	Other (1)	\$ -		\$ -
Special activities	Merit badge day, Bike Rodeo, etc.	\$ -		\$ -
Activity		\$ -		\$ -
Handbooks	One for each new youth	\$ -		\$ -
Adult leader training	Outdoor Skills, BALOO, etc.	\$ -		\$ -
Unit equipment purchases	Tents, cook stoves, etc.	\$ -		\$ -
Leader camp fees		\$ -		\$ -
Leader recognition	Thank yous, veterans awards, etc.	\$ -		\$ -
TOTAL UNIT BUDGETED PROGRAM EXPENSES				\$100.00
INCOME				Total
Unit Annual Dues/Scout		\$ -		\$ -
Surplus from prior year (beginning fund balance)		\$ -		\$ -
Other income source		\$ -		\$ -
INCOME SUBTOTAL:				\$ -
TOTAL FUNDRAISING NEEDED:				\$100.00
POPCORN SALE UNIT GOAL		\$100.00	0.25	\$ 25.00
		Need	Contingency %	Total Contingency
		\$25.00	\$100.00	\$ 125.00
		Contingency	Need	Total Unit Sale Goal
		\$125.00	0	#DIV/0!
		Sales Goal	# of Scouts	Sales Goal/Scout
OTHER FUNDRAISING GOAL		\$0.00	0.25	\$ -
		Need	Contingency %	Total Contingency
		\$0.00	\$0.00	\$ -
		Contingency	Need	Total Unit Sale Goal
		\$0.00	0	#DIV/0!
		Sales Goal	# of Scouts	Sales Goal/Scout
Total from Sales and Expenses		\$125.00	\$100.00	\$25.00
		Total Sales	Total Expenses	Total Surplus
OPTIONAL OPPORTUNITIES:				
High adventure	Philmont, Sea Base, Jamboree, etc.			\$-

UNIT KICKOFF



Make it fun

- Build excitement with food, games, and prizes

Set Goals

- Review your program calendar and Unit sales goals
- Help Scouts set individual goals

Get started with the Trail's End App

- Scouts who sold before will use the same account
- New Scouts will set up an account
- Each Scout needs their own account

Talk about prizes

- Trail's End Rewards
- Council & Unit Incentives

Training

- Role play to train kids how to sell
- Direct Scouts/families to the training resources in the App
- Review key dates

2024 TRAINING & LIVE SUPPORT



UNIT LEADER TRAINING

Online Training

- New & Existing Unit Kernels are encouraged to view
- August 6: GTBAC New Unit Kernel Q&A

Other Resources

- Trails End YouTube channel
- Trails End FB page
- GTBAC Popcorn Webpage
- GTBAC Popcorn FB page

The screenshot displays the Trail's End website interface. At the top, there are navigation buttons for "INVITE SCOUTS" and "ORDER POPCORN", and a user greeting "Hello, Travis!". The main content area is titled "TRAINING VIDEOS & ASSETS". Below this, a "TRAINING VIDEOS" section features a video player for "What's New for Returning Leaders" with a "Watch later" and "Share" button. To the right of the video player is a grid of six video thumbnails: "WHAT'S NEW", "IDEAL YEAR OF SCOUTING", "UNIT KICKOFF AND FAMILY PARTICIPATION", "LEADER PORTAL TRAINING", "STOREFRONT BEST PRACTICES", and "STOREFRONT RESERVATIONS & MANAGEMENT". A left sidebar contains the user's profile "Travis Emery, Pack 148, Unit Leader" with unit code "3R7M7", and a navigation menu with options: Dashboard, Unit Info, Training, Storefront Management, Storefront Reservations, and Popcorn.

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

GET READY TO SELL

Perfect Your Sales Pitch

- Introduce yourself and where you are from

Hello, I'm _____ from [Unit #]

- Let people know what you are doing

I'm earning my way to summer camp

- Close the sale

Can I count on your support?

- End with a pitch for credit cards

We prefer credit/debit

Sales Tips

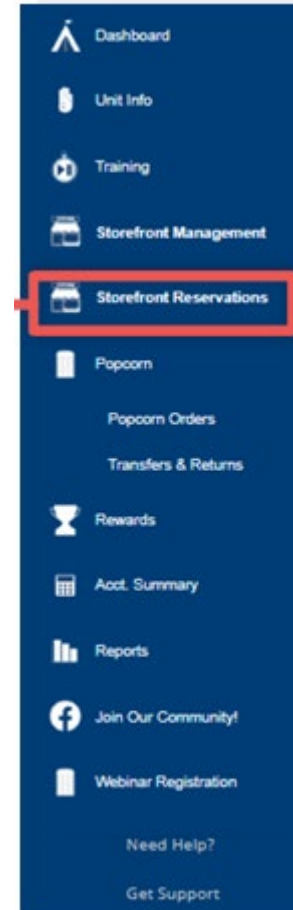
- Always wear your field uniform (Class A)
- Always speak clearly and say ‘Thank you.’
- Download the app and login in advance
- The more people you ask, the greater your sales
- Know your products
- Have an answer ready for “What is your favorite flavor?”
- Ask the customer to support you/Scouting

Check out the training section of the app for: How to guides, more tips, and resources

TRAILS END BOOKED

STOREFRONTS

- Trails End has booked top retailers
- Over 14,000 hours have been booked for GTBAC
- Use the “Storefront Guide” document for a step-by-step process on how to book a storefront
- Storefront booking is done through your unit’s Trails End leader dashboard using your favorite web browser
- Families then book shifts through the Trails End app on their phone or smart device



Publix®

Winn-Dixie



UNIT BOOKED

STOREFRONTS

- We recommend booking 1-2 months in advance
- Look for high foot traffic times and locations (Google Analytics)
- Visit in your Uniform with one or more Scouts
- Ask the manager after shopping the store
- If permission is granted, get details of the expectations and then follow them
- Always say ‘Thank you!’
- Don't forget to manually add the store to the Trails End unit leader platform - allows families to reserve shifts using the TE app

A screenshot of the Trails End unit leader platform. The interface is dark blue with white text. At the top, there are buttons for 'INVITE SCOUTS' and 'ORDER POPCORN'. The user is identified as 'Travis Emery, Post 148, Unit Leader' with unit code '3R7M7'. The main content area is titled 'STOREFRONTS' and has tabs for 'Manage', 'Reserve', and 'Create New'. Below this is a form for creating a new storefront reservation. The form includes fields for 'Event Details' (Sale Date, Registration Begin Date, Registration Begin Time, and Timezone), 'Storefront Name' (Organization and Location Name), and 'Storefront Location' (Street Address, Street Address 2 (optional), City, State, and Postal Code). A sidebar on the left contains navigation links for Dashboard, Unit Info, Training, Storefront Management, Storefront Reservations, Popcorn, Popcorn Orders and Returns, Transfers, Rewards, and Acct. Summary.

70% STAYS LOCAL!*



**UNBELIEVABLE
BUTTER
MICROWAVE
POPCORN**

\$25



**SALTED
CARAMEL
CORN**

\$25



**S'MORES
POPCORN**

\$25



**WHITE
CHEDDAR
POPCORN**

\$20



**POPPING
CORN**

\$20



**SWEET &
SALTY
KETTLE
CORN**

\$15



**MORE ONLINE PRODUCTS
& NUTRITIONAL FACTS**

ONLINE SCOUT ID:

TRAIL'S END 2024

NEED TO KNOW

Auto Test 2023-06-06

How much in RETAIL DOLLAR SALES does your unit need to order?
Enter the amount your unit needs to sell (retail dollars), and click to populate suggested order amounts. The amounts are editable suggestions.

START HERE TO PLACE YOUR ORDER

\$0

*Only use the Auto Populate button on orders of \$3,000 or more.

Order Recommendations

To help you determine the ideal amount of each product, please enter the total value you want to order, then hit the Auto Populate button

Your order will be pre-populated for your review. Then, submit your order to your council.

\$0

*Amounts pre-populated are editable suggestions. This feature works best on orders of \$3,000 or more.

Product	Units : Case	Order Adj (+ or -)	Final Unit Order
Kettle Corn	cs:	<input type="text"/>	cs: 0
Sea Salt Popping Corn	cs:	<input type="text"/>	cs: 0
Popping Corn	cs:	<input type="text"/>	cs: 0
Salted Caramel Popcorn Bag (20oz, 9.5 cups)	cs: 0 ct: 0	<input type="text"/>	cs: 0
Unbelievable Butter Popcorn (12pk Microwave)	cs: 0 ct: 0	<input type="text"/>	cs: 0
SMores Popcorn	cs: 0 ct: 0	<input type="text"/>	cs: 0

Auto Test 2023-06-06

How much in RETAIL DOLLAR SALES does your unit need to order?
Enter the amount your unit needs to sell (retail dollars), and click to populate suggested order amounts. The amounts are editable suggestions.

START HERE TO PLACE YOUR ORDER

\$1000

*Only use the Auto Populate button on orders of \$3,000 or more.

Submit

Are You Sure?

By submitting your order, you acknowledge your order fully complies with the [Trail's End Terms and Conditions](#).

Product	Selling Units : Case	Order Adj (+ or -)	Final Unit Order
White Cheddar Cheese Popcorn Bag (9oz, 18 cups)	8:1	<input type="text"/>	cs: 15
Salted Caramel Popcorn Tin (14oz)	4:1	<input type="text"/>	cs: 8
Popping Corn Jar (28oz)	9:1	<input type="text"/>	cs: 9
12oz Salted Virginia Peanuts Can	12:1	<input type="text"/>	cs: 5
Caramel Corn Bag (9oz, 4.5 cups)	12:1	<input type="text"/>	cs: 16
Salted Caramel Popcorn Bag (20oz, 9.5 cups)	12:1	<input type="text"/>	cs: 6
Unbelievable Butter Popcorn (12pk Microwave)	6:1	<input type="text"/>	cs: 15
\$1 Heroes and Helpers Donation	cs: 0 ct: 0	<input type="text"/>	cs: 1040
Gold Level Heroes and Helpers Donation	cs: 0 ct: 0	<input type="text"/>	cs: 0
Silver Level Heroes and Helpers Donation	cs: 0 ct: 0	<input type="text"/>	cs: 0
12oz Chocolatey Pretzels	12:1	<input type="text"/>	cs: 0

QTY: 1114 Base Commission: 35% Earnings: \$5434.45 Total: \$15527.80

2024 REWARDS, PRIZES & MORE



2024 COMMISSION

2024 Popcorn Sale Commission



Base Commission	25%
Early Registration Bonus	\$50 Credit
Attend Kick-off Training	2%
75% Club	3%
Tier 1 - Sell \$5,000 - \$14,999 or 15% increase in sales over last year	4%
Tier 2 - Sell \$15,000+ or 25% increase over last year	6%
Total Potential Commission	40%



TE Rewards

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



EARN POINTS*

App Credit/Debit Card & Online

1.25 pts per \$1 sold

Trail's End pays all transaction fees!

Cash

1 pt per \$1 sold

Parent Pay Now (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash →



more info here



2024 Bonus Rewards*

- Sell \$500/hour per Scout for any 2 hour storefront shift or longer (July 1 - December 15) and earn 0.5 bonus points per \$1 sold
 - To qualify, sales must be recorded in the Trail's End App and your Unit must select the calculation method - **One Scout per shift: Scout credited for each sale recorded**
- Sell \$250+ online (July 1 - August 31) and earn 100 bonus points

Earn More! Easier!

Download the App today



POINTS

GIFT CARD

17,500+

10% of Points

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

GTBAC REWARDS

The Master Ball Club (Prizes and More)

Join the Master Ball Club and Evolve:



Poke Ball Club -

Poke Ball Club

Sell \$100 and get a themed patch



Great Ball Club -

Great Ball Club

Sell \$1,000 and \$15 Fandango Gift Card



Ultra Ball Club -

Ultra Ball Club

Sell \$2,000 and get a 2 tickets to attend the Top Sellers Party



Master Ball Club -

Master Ball Club

Sell \$3,000 and get 2 Fun Cards to Busch Gardens Tampa



Luxury Ball Club -

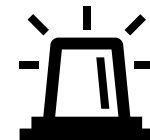
Luxury Ball Club

Sell \$5,000+ and get (2) 1-Day Tickets to Universal Studios



HEROES & HELPERS

- How Scouts Earn the Patch
 - Collect and record at least \$75 in Heroes and Helpers donations through the Trails End app
- How Leaders Earn the Patch
 - For every 3 Scouts who collect a minimum of \$75 in Heroes & Helpers Donations or for every Scout that collects a minimum of \$225



2024 COUNCIL SALE SPECIFICS



ORDERS & DISTRIBUTION

(Subject to Change)

Order Due Dates

- Initial Order: **8.10.24**
- Replenishment Order: **9.14.24**
- Final Order: **11.2.24**















Distribution

- Initial Order: **8.24.24**
- Replenishment Order: **9.28.24**
- Final Order: **11.16.24**

Distribution Location(s)

- The Volunteer Way (New Port Richey)
- Yuengling Brewery (Tampa)
- Bama Seafood (St. Pete)
- Saddle Creek Logistics (Lakeland)
- Citrus County Chronicle (Crystal River)

 Mid-Size Car	>>	 20 Cases
 Small SUV	>>	 40 Cases
 Crossover	>>	 40 Cases
 Mini-Van	>>	 60 Cases
 Large SUV	>>	 70 Cases
 Full-Size Van	>>	 70 Cases

**The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.*

KEY DATES

Mark your Calendars! (Subject to Change)

- Monday, July 29: Popcorn Sale Kick-off #1 (Virtual)
- Wednesday, July 31: Popcorn Sale Kick-off #2 (Virtual)
- Tuesday, August 6: New Kernel Orientation (Virtual)
- Saturday, August 10 by 11:59 PM: Order #1 DUE
- Saturday, August 24: Popcorn Distribution #1
- Saturday, August 24: Show N' Sales BEGIN
- Saturday, September 14: Mid-Sale Popcorn Swap
- Saturday, September 14 by 11:59 PM: Order #2 DUE
- Saturday, September 28: Popcorn Distribution #2
- Sunday, October 27: Show N' Sales ENDS
- Friday, November 1 by 11:59 PM: Council ACH & Bonus Commission Selection Form DUE
- Wednesday, October 30 & Saturday, November 2: Unsold Popcorn Return
- Saturday, November 2 by 11:59 PM: Take Orders DUE
- Monday, November 4 11:59 PM: Final Day of Council Prize & Commission Eligibility Tracking
- Saturday, November 16: Take-Order Popcorn Distribution
- Friday, December 6 by 5 PM: Final Payment Due
- Saturday, January 11: Popcorn Top Sellers Party



KERNEL CHECKLIST

July/August

1. Determine your budget & set your goals
2. Place initial order
3. Attend a Trail's End Webinar
4. Join the Trail's End Facebook Group
5. Hold your Unit Kickoff

September

1. It's recruiting season for Cub Scouts, get them setup with an account to sell popcorn!
2. Check Council calendar for replenishment opportunities
3. Communicate with your Unit, i.e, your progress toward your goal, storefront opportunities, key dates, etc.
4. Motivate your Scouts & Families, i.e, incentives and reminders of what your unit will do with funds

October/November

1. Collect cash due from Scouts
2. Place your final order
3. Distribute popcorn and ensure deliveries are made
4. Pay your Council invoice or request your payout
5. Submit rewards for your Scouts
6. Celebrate your Success!

HAVE QUESTIONS? GET ANSWERS

Popcorn Contacts

Jordan McDonald - Ft. Brooke

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Heather Martin - Lake Region

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815-670-6136

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727-485-4809

Drew Aldikacti - Skway

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Cynthia Jackson – Withlacoochee

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Susan Gessman – Suncoast

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Amee Bailey – Thunderbird

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863-206-3439

Trail's End Support

Join our Facebook Group

Text PARENTFB to 62771
to join or visit

Visit our FAQ's

<https://support.trails-end.com>

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