

**Greater Tampa Bay Area Council**

***Trail's End***®

**2024 New Kernel Orientation**

**REGISTER NOW**



## Videos

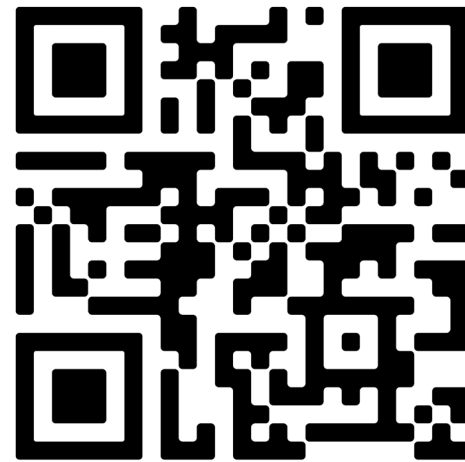
### Leader Portal - Training page

#### Returning Leaders

- What's New?

#### New Leaders

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



## Q&A Webinars

- 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



# Leader Portal

**Trail's End** INVITE SCOUTS ORDER POPCORN Hello, Travis!

## LEADER DASHBOARD

2024 SELLING CAMPAIGN

\*Data refreshes occur up to 1 hr

### GOAL PROGRESS

SET A GOAL!

KEEP ON PUSHING!  
YOUR UNIT HAS MET THEIR GOAL

RANKINGS

District #9 SALES	Council #174 SALES	National #11961 SALES
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### TOTAL SALES

STOREFRONT \$0 (0%)	WAGON \$0 (0%)	ONLINE \$0 (0%)
CASH \$0 (0%)	APP CREDIT \$0 (0%)	ONLINE CREDIT \$0 (0%)
TOTAL APP SALES: \$0		TOTAL SALES: \$0

### STOREFRONT SHIFTS CLAIMED

TOTAL: 0 OF 284 SHIFTS CLAIMED

UPCOMING 7 DAYS: N/A

UPCOMING 7-14 DAYS: N/A

### TOTAL SCOUTS

79

### AVERAGE SALES PER SCOUT

\$0.00

### NUMBER OF ORDERS

Dashboard sidebar: Dashboard, Unit Info, Training, Storefront Management, Storefront Reservations, Popcorn, Popcorn Orders and Returns, Transfers, Rewards, Acct. Summary

## Your one-stop-shop for sale management!

- Order Popcorn
- Invite their Scouts to register; manage Scout roster.
- Easily set Unit and Scout goals.
- View real time reporting of sales, inventory and cash management; all in one place.
- Unit-to-Unit product transfers. No Council intervention needed.
- Create, schedule, and manage storefront sites and shifts.

# Trail's End App

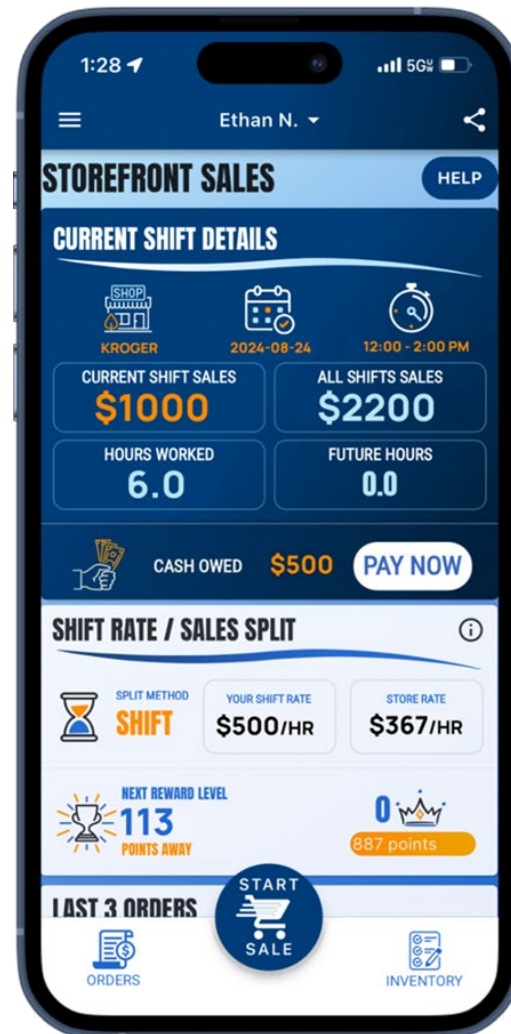
## Save Time Managing Your Sale!

The App for Scouts 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.

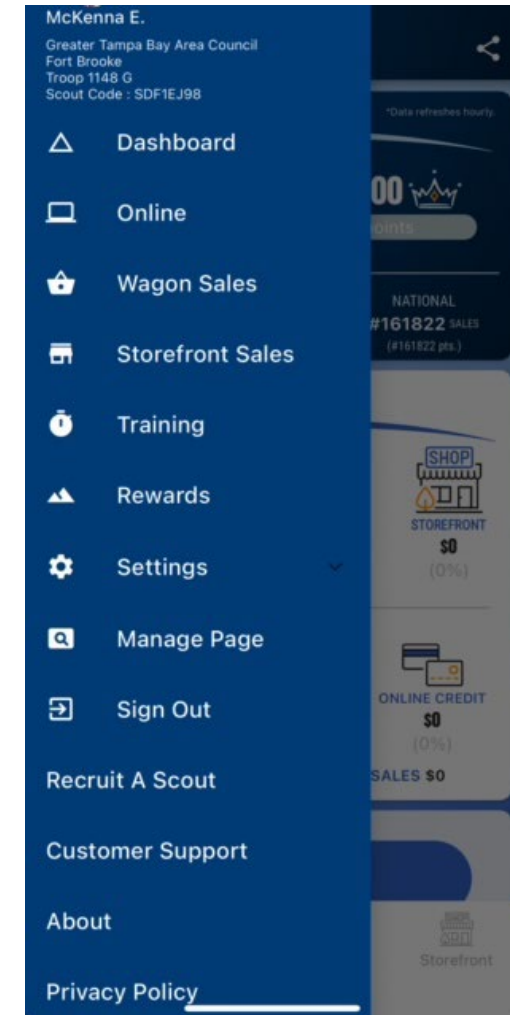
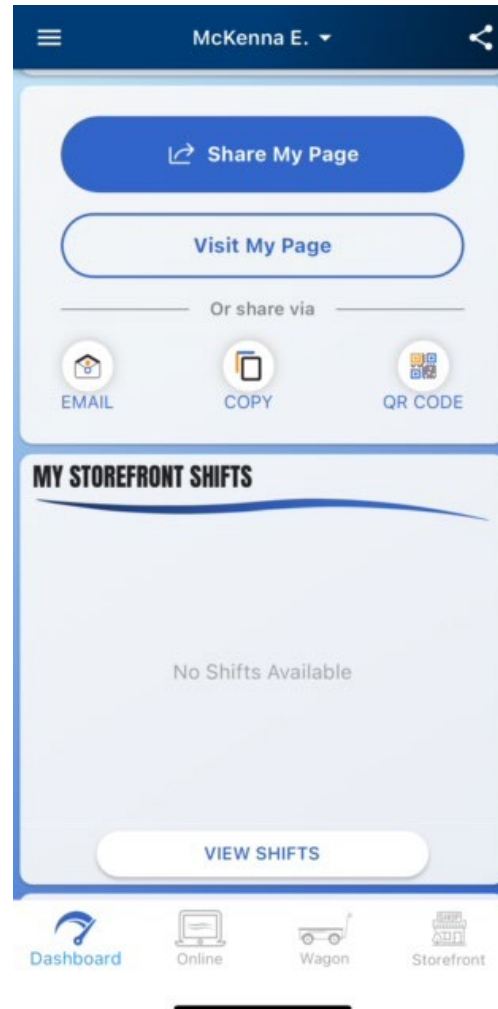
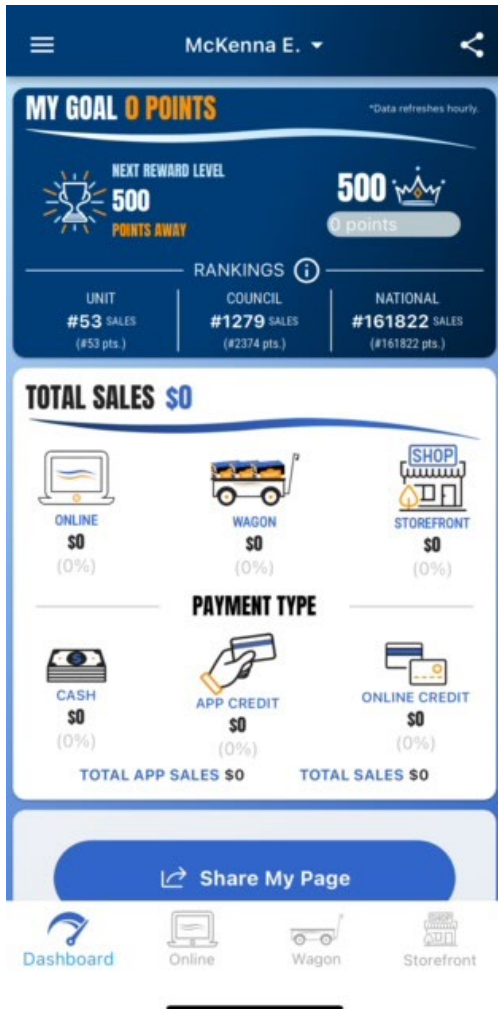
### Returning Scouts

Sign in using 2023 username

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

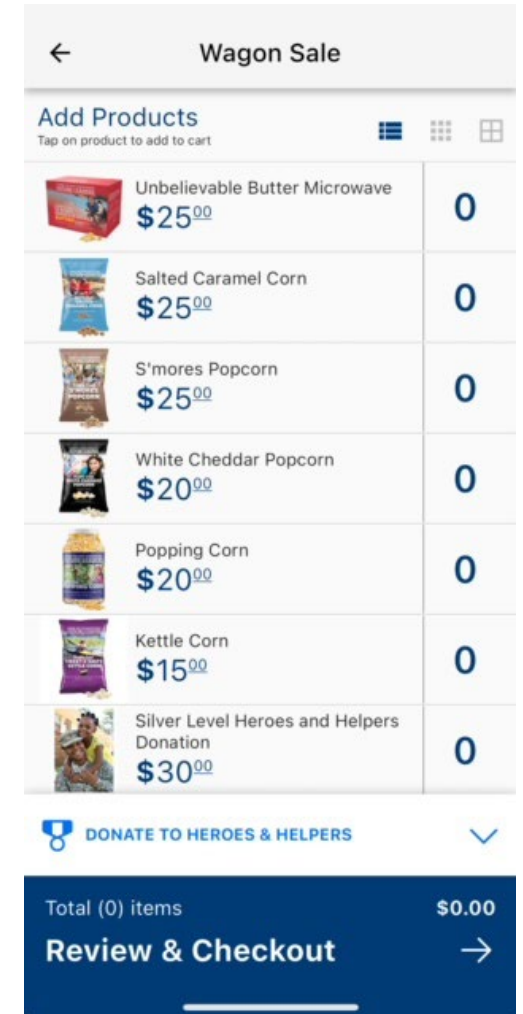
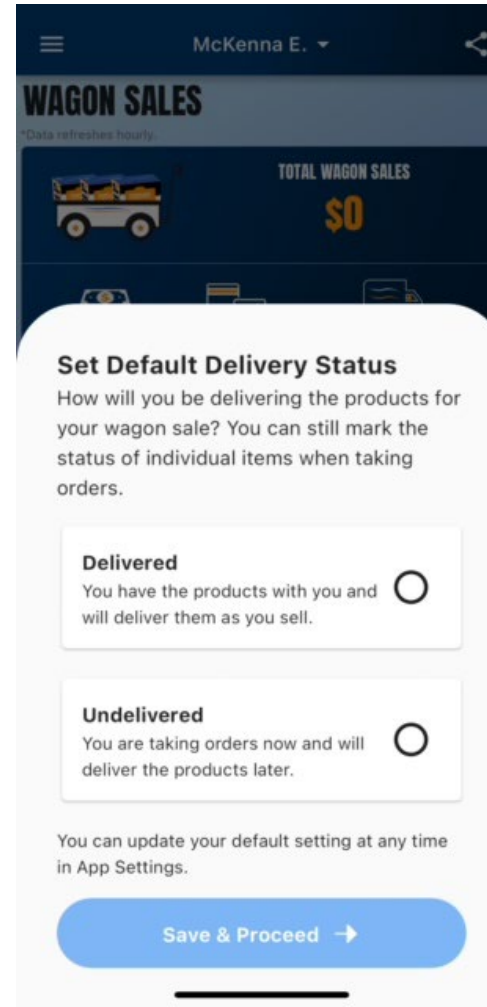
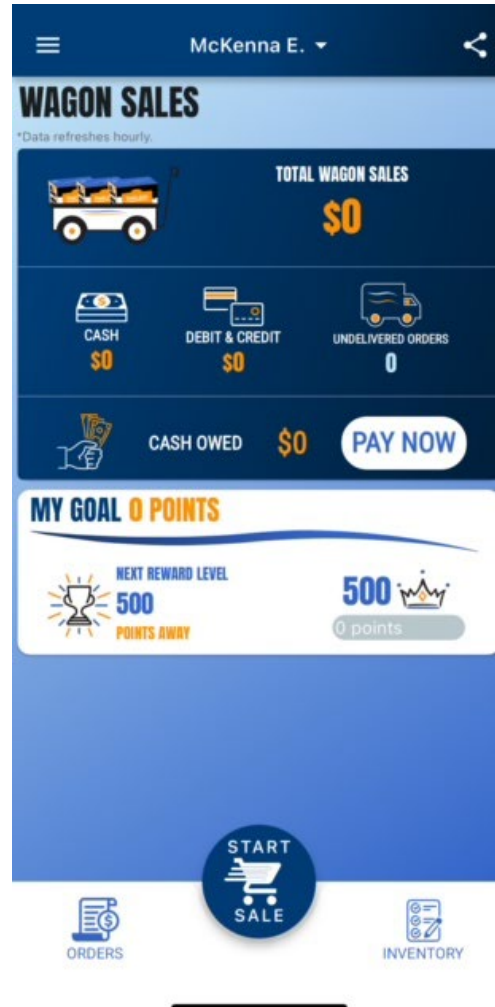
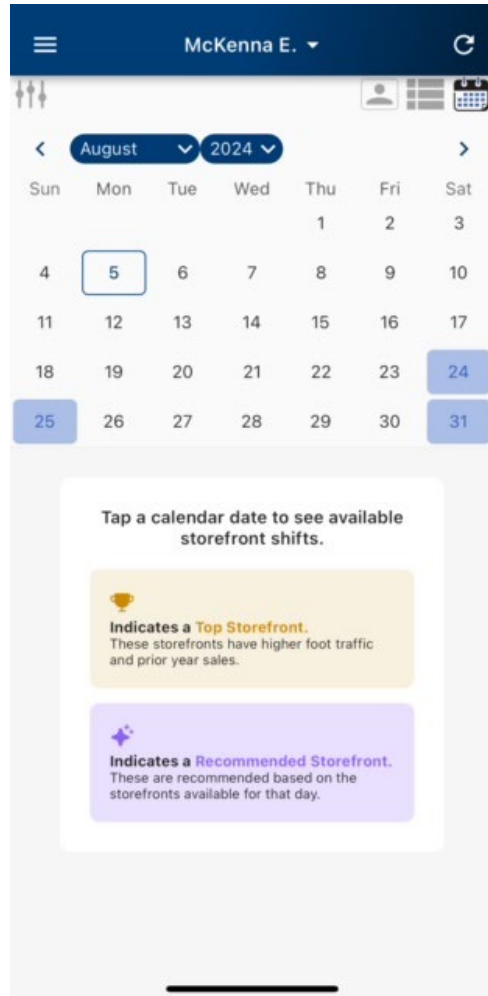
# Trail's End App

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



# Trail's End App – Wagon and Storefronts

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



# Storefront Best Practices

## Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader (if available)
- 6-foot table and banner
- Cash box with small bills to make change.
- Scout should use the restroom before shift.
- Place products highest to lowest
- NEVER put prices on the table.

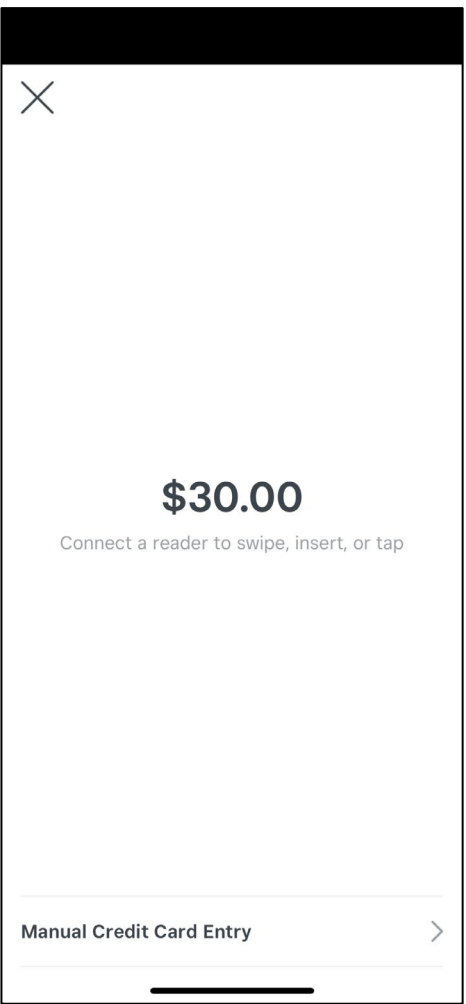
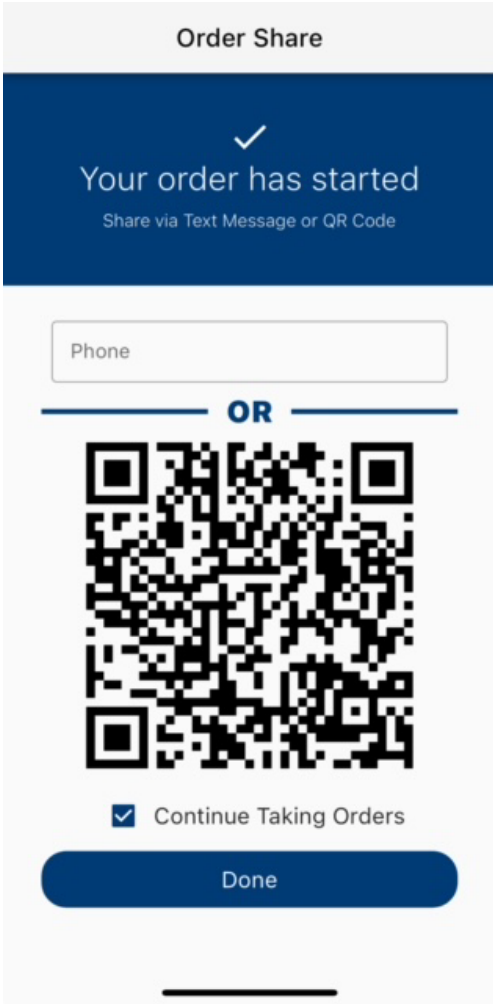
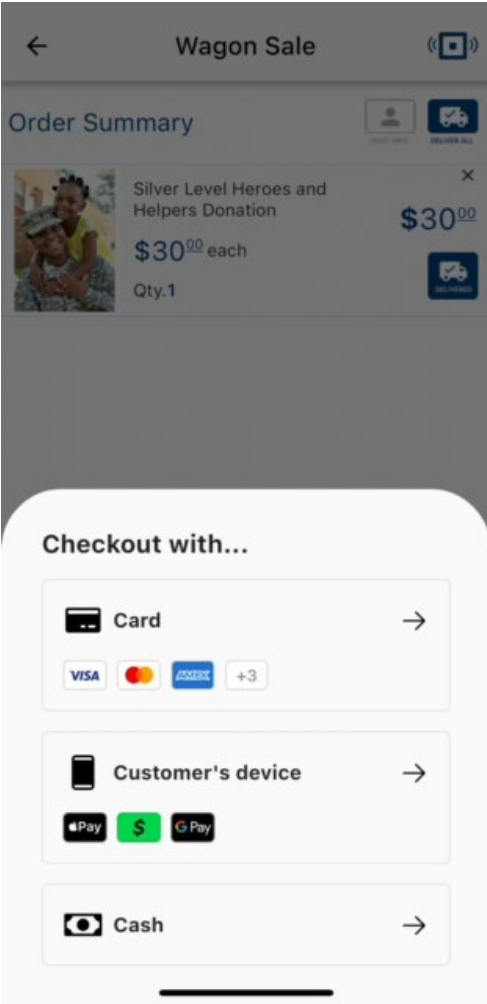
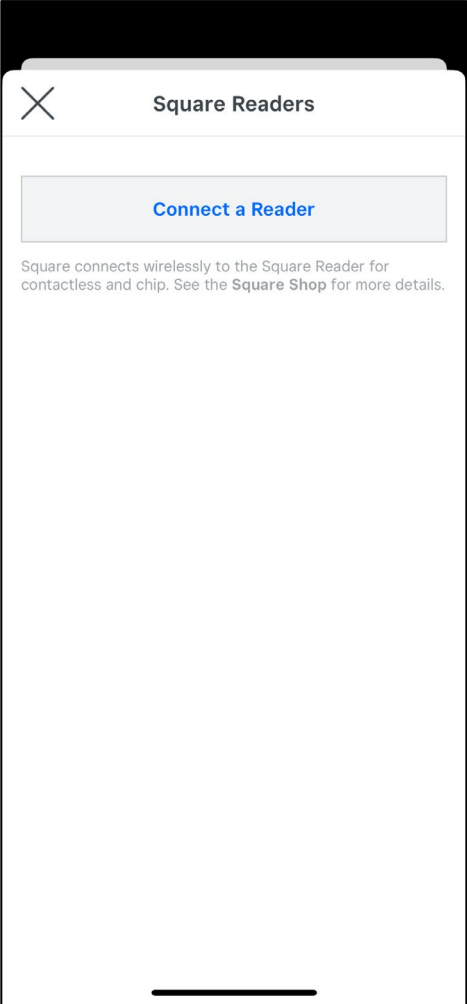
## Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile and walk up to every person.
- 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 every person!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in the App.

# Trail's End App – Credit Cards and More





# Credit Card

## Credit is Best for Scouts

- Trail's End pays all fees!
- Square Bluetooth accepts contactless cards, chip cards,
- Square Swipers: Lighting (Apple) & Headphone jack (Android)
- Manual Entry (no reader): type in card information
- Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!



NEW



Cash App Pay

NEW

## Parent Pay Now

- Parents use their card and keep the cash.
- Storefronts & Wagon
- Available at end of shift
- Scouts earn more Rewards.

NEW

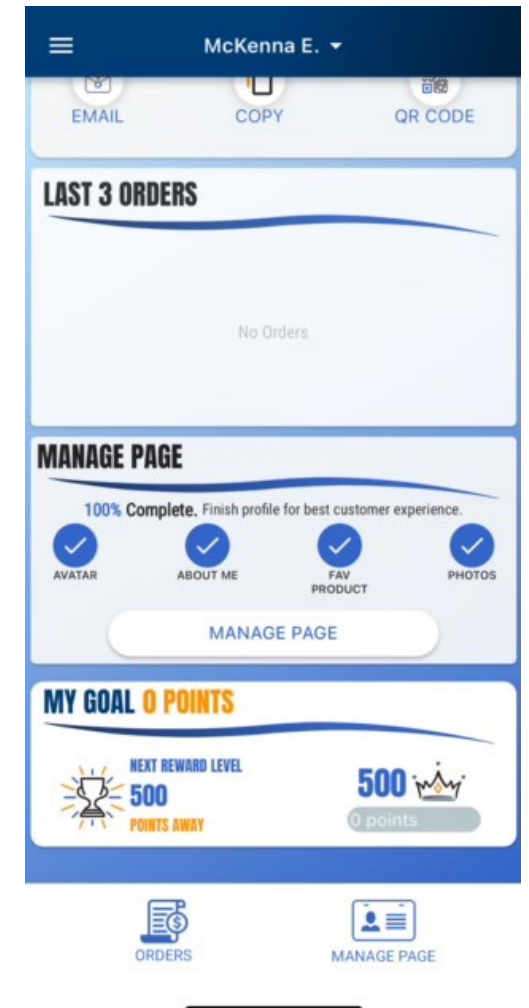
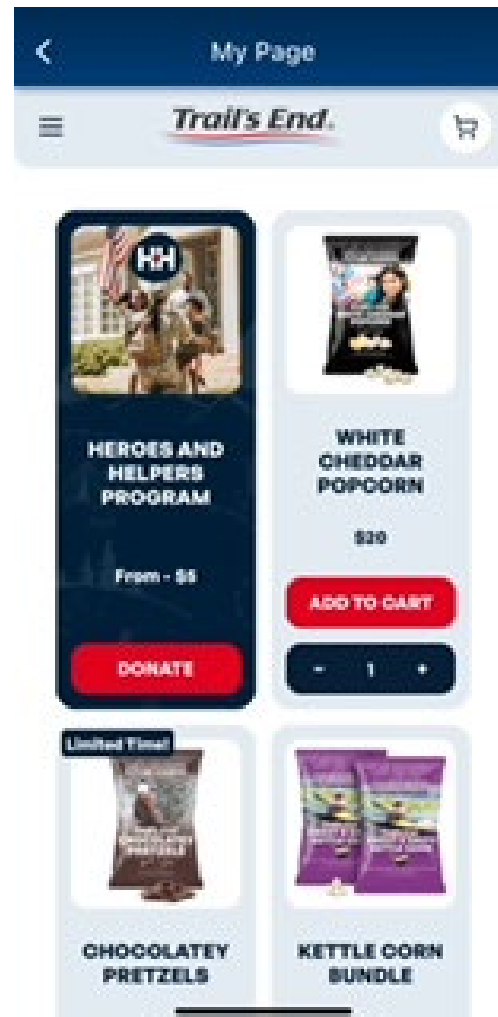
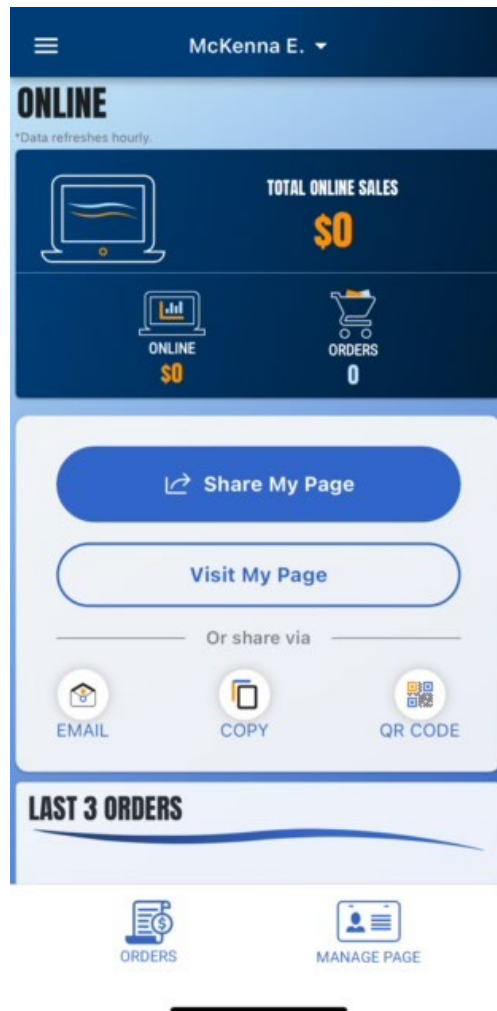
## Leader Pay Now

- Leaders use their card and keep the cash.
- Storefront enabled
- Scouts earn more Rewards.



Square

# Online Sales



# Online Products

Trail's End®



# Online Best Practices

## 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 available online.

## Customize Page

- Create a description with why you're fundraising and what you're planning for the year.
- Select your favorite product.
- Make the bio page your own!

## Share

- Share on social media platforms and send to family and friends
- Create a fun special text or video to make your ask personal
- Encourage Scouts and parents to share throughout the campaign, Online is year-round!

**NEW**

## Heroes & Helpers Donations

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

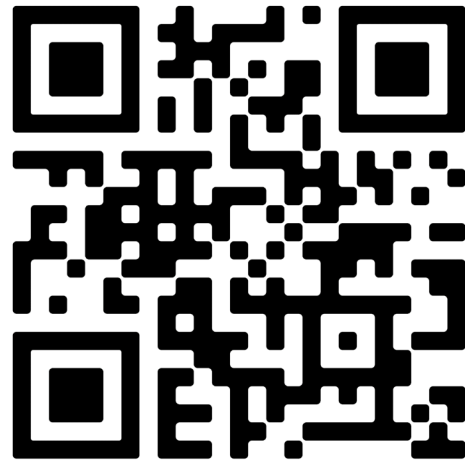
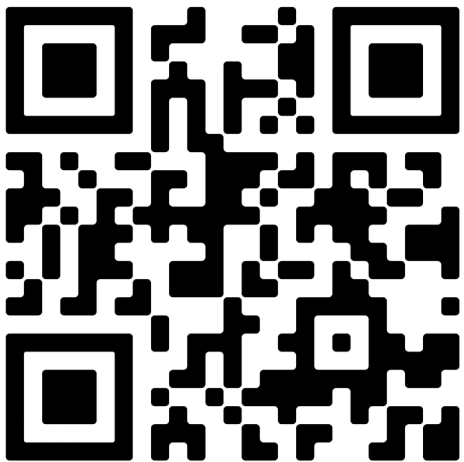


- Products and flavors consumers purchase every day.
- Fewer products simplifies the sale for Councils, Units & Scouts.

# Support

## Trail's End Support

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



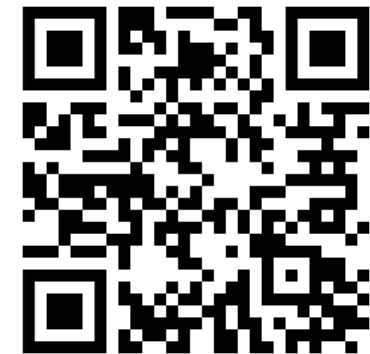
## Facebook Group

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

## Council Support

Kyle Molldene  
Kyle.molldene@scouting.org

## GTBAC Popcorn



[www.tampabayscouting.org/popcorn](http://www.tampabayscouting.org/popcorn)



**THANK YOU!**

*Trail's End*<sup>®</sup>