

# Longhorn Council

2024 Unit Leader Training

# 2023 TOP SELLERS: UNITS



Unit	Total Sales	District
1. Pack 1910	\$75,803.00	Mustang
2. Pack 76	\$56,504.00	Brazos Valley
3. Pack 60	\$40,978.00	Frontier Trails
4. Pack 367	\$38,134.00	Orion
5. Pack 931	\$36,191.00	Mustang
6. Troop 437	\$34,063.00	Orion
7. Troop 1225	\$32,784.00	Orion
8. Pack 554	\$31,636.00	Trinity Trails
9. Pack 211	\$30,664.00	Leon Valley
10. Pack 60	\$30,660.00	Frontier Trails



Pack 1910 was #34 in the country

# 2023 TOP SELLERS: SCOUTS



Scout	Total Sales	Unit	District
1. Raymond S.	\$16,240.75	Troop 192-B	Frontier Trails
2. Braden W.	\$12,963.38	Pack 1910	Mustang
3. Nickolas W.	\$12,750.00	Troop 589	Mustang
4. Lucy R.	\$12,500.00	Troop 380-G	Arrowhead
5. Elliott M.	\$10,995.83	Pack 76	Brazos Valley
6. Aaron S.	\$10,105.50	Pack 192	Frontier Trails
7. River W.	\$7,503.67	Pack 76	Brazos Valley
8. Legend L.	\$7,485.00	Pack 367	Orion
9. Grayson K.	\$6,999.00	Troop 60	Frontier Trails
10. Kayleb G.	\$6,785.00	Troop 226-B	Orion

# Powered by Popcorn













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



# prepare

pre·pare

prepared; preparing

transitive verb

to make ready beforehand for some purpose, use, or activity



### **Plan Program**

- List activities & adventures
- Hold a brainstorming session with families
- Incorporate new adventures & activities.

### **Budget**

- Assign costs to activities 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**

- Calculate Unit goal: divide budget by expected popcorn commissions.
- Divide Unit goal by # of Scouts to get Scout goals

### **Raise the Money**

- Conduct one fundraiser and .
- Less time fundraising = more time Scouting!

# Enjoy the Year!





**Invite Your Scouts** 

<del>60</del>



ORDER POPCORN

Hello, Jacob! -

### **TRAINING VIDEOS & ASSETS**

Jacob Dobbs

Pack 250 York Palmetto Council





Dashboard

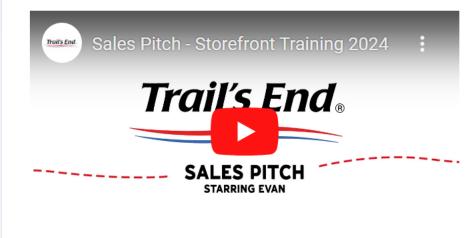


**Unit Info** 

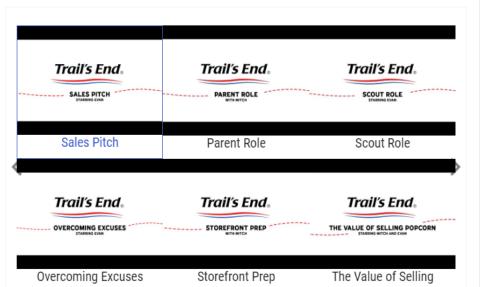


Storefront Management

### **TRAINING VIDEOS**



**Sales Pitch** 







**Popcorn** 

**Popcorn Orders and Returns** 

**Transfers** 





Reports

Join Our Community!

Webinar Registration

Need Help?

**Get Support** 

### Invite Your Scouts



**⇔ READ-ONLY MODE** 

**ORDER POPCORN** 

Hello, Jacob! ▼

### TRAINING ASSETS

### Trail's End App & Rewards How To Sell

Scout

Rewards

Unit

**Program** Planner

Cheddar **Popcorn** 

### **Popcorn Kickoff**

Leader Guide

### **Storefront Sales**

Storefront Table Vinvl Banner **Payments** Sign

### **Products**

Kettle Corn Nutritional Popping Facts Corn S'mores Salted Unbelievable Caramel Popcorn Butter Corn Microwave White

### **Scout Resources**

Scout & Scout Pitch Parent Guide

### Trail's End® **Scout Fundraising**

### **Fund Your Scouting Year**

\* 4

4 4 \* 4 ✓

¥ 4 ✓ ✓ **Activities / Program Items** Cost

Pack Dues	\$60
Summer Camp	\$350
BSA National Fee	\$85
Council Program Fee	\$80
Shirt	\$35
Pants or Skorts	\$35
Hat	\$23
Belt	\$15
Neckerchief	\$13
Neckerchief Slide	\$8
Socks	\$8
Belt Buckle	\$7
Patches	\$6
Handbook	\$20
Other	\$0

\$745 **Total Cost** 35% **Unit Commission** \$2,129 Sales Goal

### 2024-2025 Program Planner

Trail's End.

1. Enter your Unit's activities and costs under each month.	Pack/Troop	
2. Enter your number of Scouts and unit commission %.	Number of Scouts in Unit	
3. Fill in the five shaded fields at the bottom of the sheet.	Unit Commission %	

September		Octobe	r	Novembe	er er
Activities	Cost	Activities	Cost	Activities	Cost
Activities	Cost	Activities	0031	Activities	0031
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00
Decem	ber	Januar	v	Februar	v
Activities	Cost	Activities	Cost	Activities	Cost
710071000	5551	71001100	0001	71001100	
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00
Marc	h	April		May	
Activities	Cost	Activities	Cost	Activities	Cost
	+				
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	ψ0.00
June		July		August	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00
•					
nter Cost per Sco					
	Pack Dues		Total Act	ivity Cost & Expenses	<b>\$</b> 0
	Scout Life M	agazine		Other Unit Expenses	\$0
	Advanceme	nts		Unit Sales Goal	#DIV/0!
		nts I & Council Progran	ı Fee	Unit Sales Goal Scout Sales Goal	#DIV/0! #DIV/0!



### Help Units (or Scouts) Set Their Budget!

- Total Program Costs + Unit Commission = Unit Sales Goal
- Unit Sales Goal + Number of Kids in Unit = Scout Sales Goal
- Hit Scout Sales Goal = 100% PROGRAM FUNDED!!

# **Leader Portal**





### 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.

# **How it Works**

- TE is booking the best times at premium locations.
- We have data on storefront sales, not only on TE popcorn, but on merchandise being sold inside the store as well as foot traffic.

• Intent is to provide locations that will generate 1 sale every 3 minutes.



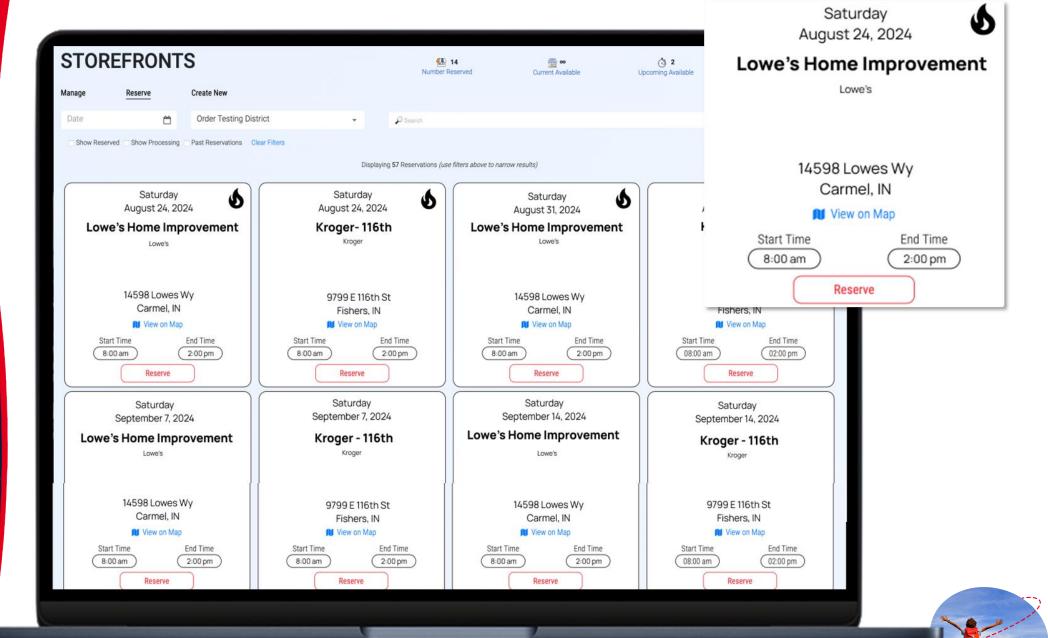
Trail's End

# **Storefront Claiming**

- Saturday, July 20: \$20k + Units, 4 reservation blocks
- Sunday, July 21: \$15k+ Units, 3 reservation blocks
- Monday, July 22: \$10k+ Units, 2 reservation blocks
- Tuesday July 23\*\*: All Units, unlimited reservation blocks.

\*\* All Bass Pro / Cabela's blocks will be made available on July 23 for all units





# **Storefront Claiming**

### **Secured Store Examples:**

Ace Hardware

Albertson's

Bass Pro Shops

**Brass Tap** 

**Brookshire Brothers** 

Cabela's

Kohl's

Lowe's Home Improvement

Michael's

North East Mall

REI

Sam's Club

**Tractor Supply** 

Texas Roadhouse

Tom Thumb

Walgreens

Walmart

Trail's End。

\* Units can also add their own storefronts sites



# Leader Training



### **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 Training



**Invite Your Scouts** 





⇔ READ-ONLY MODE

**ORDER POPCORN** 

Hello, Jacob! ▼

### TRAINING VIDEOS & ASSETS

### **Jacob Dobbs**

Pack 250 York Palmetto Council



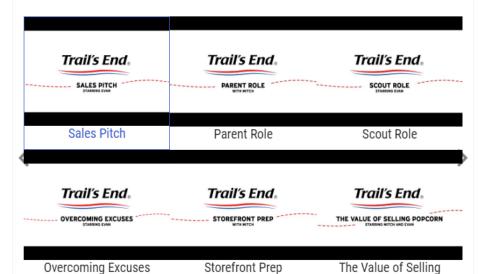


Storefront Management

### TRAINING VIDEOS



Sales Pitch





# 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.

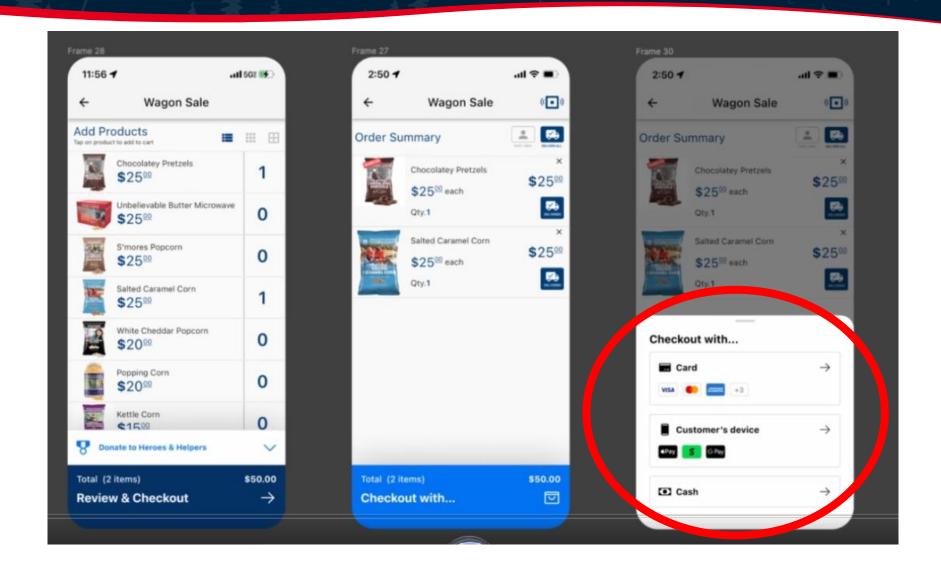
### **Returning Scouts**

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**Scout Fundraising



Scouts accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

### **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



# Longhorn Council Exclusive: 300 points for \$5 Amazon eGift Card

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

**Trail's End**Scout Fundraising

### **Bonuses**

• Sell \$500/hour per Scout for any 2 hour storefront shift or longer (July 1 – Dec 15) and earn 0.5 bonus points per \$1 sold. To qualify, Unit must select – One Scout per shift split method.

 Sell \$250+ online (July 1 – Aug 31) and earn 100 bonus points.



# Storefront Settings & Reservations



The **BEST SPLIT** method for highest sales per hour is One Scout / One Parent

### **Default Settings**

- Before reserving, set your split method.
- One Scout and their Parent is the BEST split!
  - Scouts credited for each sale recorded.
  - Safest and sales won't go down with splits.
  - Scouts sell \$244 more than other splits.
  - Units raise \$50 more per hour per Scout.
- Best practice: 2-hour 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

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23	Any Amount	Unlimited

Reservations are 4-6 hours



# sell

sell

sold; selling

transitive verb

to give up (property) to another for something of value (such as money)

### **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.



# Scout Sales Pitch



"Hi! My name is \_\_\_\_\_ and I'm earning my way to \_\_\_\_\_.

Can I count on your support?"

"My favorite flavor is \_\_\_\_\_. If you don't have cash, that's fine, we take credit cards!"

# Scout Sales Pitch





Remember:

**NEVER, NEVER** ask customers to buy popcorn. It's to support You!

If you cannot remember your sales pitch, say, "Will you help me go to Camp?"

Even if the customer says no, always say, "Thank you" and "Have a good day."





# **Storefront Best Practices**



### **Prep**

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 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.

### **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**

### **Parent Pay Now**

- Parents use their card and keep the cash.
- Storefronts & Wagon
- Available at end of shift (up to 30 minutes after).
- Scouts earn more Rewards.

### NEW

### **Leader Pay Now**

- Leaders use their card and keep the cash.
- Storefronts
- Available after shift until 12am ET that day.
- Scouts earn more

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









# 2024 Product Mix



UNBELIEVABLE BUTTER **MICROWAVE** POPCORN

**\$25** 



SALTED CARAMEL CORN

CORN

**\$20** 



S'MORES **POPCORN** 





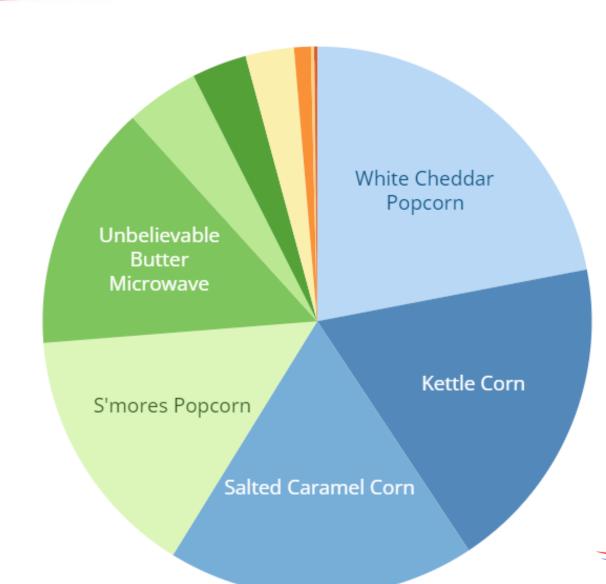


SWEET & SALTY KETTLE CORN **\$15** 

# LHC 2023 Mix (App)

### Trail's End.

•	White Cheddar Popcorn	\$257K	22.0%
•	Kettle Corn	\$219K	18.7%
•	Salted Caramel Corn	\$212K	18.1%
	S'mores Popcorn	\$175K	14.9%
•	Unbelievable Butter M	\$170K	14.5%
•	Popping Corn	\$50.1K	4.29%
•	\$1 Heroes and Helpe	\$37.7K	3.23%
	Sea Salt Popcorn - Sn	\$33.4K	2.85%
•	Chocolatey Pretzels	\$11.4K	0.98%
	Gold Level Heroes an	\$2.45K	0.21%
•	Silver Level Heroes a	\$1.89K	0.16%



**Core: 92.5%** 

H&H: 3.6%

Scratched: 3.8%



# Why are the products so expensive? Trail's End.





# Our Popcorn vs Other Products

Prices we sell to Councils compared to average store brands:

Kettle Corn



\$4.35

Boomchickapop Kettle Corn



\$3.99

12-Pack Microwave



\$8.13

12-Pack Orville



\$7.66

Popping Corn



\$5.43

Orville Kernels



\$6.39



# Why are the products so expensive? Trail's End.

## What the consumer sees:



When a Scout sells the popcorn to a customer, it includes a 70% Donation to that Scout's council.



70% of the price goes directly to Scouting and only 30% goes to paying for the popcorn.

The products you see in the store do not come with an app, free credit card processing, rewards for your Scouts, or storefront booking.



# **Product Mix**

**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.

### **Online Products**



































### **COMMISSIONS**

- 34% Base Commission for all units (30% for Online Sales)
- **36%** Commission for units with total sales of \$10,000-\$17,499
- 38% Commission for units with total sales of \$17,500+

Please note, only Show & Sell and Take Order sales count toward your unit total sales. All online sales have a 30% commission. Commission percentages will not be adjusted until final invoices are distributed.



### Sales Growth for Current Sellers

- Unit Increase sales by \$5,000 over 2023 final sales total and they will receive an additional 1% commission bonus
- Council will provide the 2023 sales number needed to qualify for the \$5,000 bonus



### **Scout Participation Growth**

- Goal is to boost the number of selling Scouts in participating units
- Bonus commission in play. To qualify:
  - Unit must get 75% of registered Scouts to sell
  - Each Scout must sell a minimum of \$250
  - All sales count (SNS / TO / Online)
  - June 30, 2024 is the membership mark

2% bonus commission awarded if Unit has 75% of their Scouts sell a minimum of \$250 each.



### Risk Free Sale / Free Money for New Selling Unit Offer

- Unit did not sale last year
- Receives 3 cases of product (White Ched/MW/Kettle)
- \$630 retail value
- Must sign up for 2 storefront shifts
- Unit keeps 100% of the first \$630 in product sold
- Subsequent product orders unit gets standard commission %

### **No Product Returns**

- With weekly replenishments, units should not be over-ordering.
- Units have weekly availability to get as little as one additional case for 8 consecutive weeks.
- Additionally, in the Trail's End Unit Leader Portal, units can easily transfer unsold product to neighboring units.
- TE system provides recommended initial ordering levels based on the unit's sales goal. Order what TE recommends if you are new to the popcorn sale.
- Plan for a need of \$300-\$500 per hour based on your booked storefront shifts.



### **Dates**

Saturday, June 22	Popcorn Kickoffs: North 9 am and South 2 pm
July 20-23	Storefront Selections in Trail's End System (11am each day)
August 1	Virtual Best Practices Q&A
Sunday, August 4	Initial Show & Sell Orders due by 11:59 PM
August 22 & 23	Show & Sell Distribution
August 25-September 30	
August 30-October 11	Weekly Popcorn Replenishment Pick-up
Sunday, October 13	Take Orders due by 11:59 PM
November 1	Take Order Distribution
Tuesday, November 12	Popcorn Money Due (Prizes when the account is zero)





wrapped up; wrapping up; wraps up

transitive verb

to bring to a usually successful conclusion



# **End-of-Sale Reminders**



### **Submit Rewards**

 Remind your Scouts to CLAIM their Rewards in the App or in the email message

# **Any Outstanding Unit Payouts**

 Claim through the Unit Leader Portal or TE will send to the council by mid-February



### **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**

Bryant Kathy Joe

> Longhorn Council Kernel Journal

# THANK YOU! Trail's End.