



Trail's End®



Scouting America
Blue Ridge Council

2024 Top Sellers

Trail's End®
Scout Fundraising

Rank	Scout	Unit	District	Total Sales \$
1	Crosson H	Pack 9	SR	\$3,658
2	Charlie R	Troop 84	3R	\$3,533
3	Samuel S	Pack 725	SR	\$3,339
4	Seth S	Troop 84	3R	\$3,171
5	David G	Pack 210	3R	\$2,538
6	Wyatt D	Pack 527	SR	\$2,486
7	Keaton F	Pack 210	3R	\$2,267
8	Christopher T	Pack 210	3R	\$2,016
9	Piper D	Pack 527	SR	\$1,879
10	Kameron P	Pack 527	SR	\$1,743

Rank	Unit	District	Total Sales \$
1	Pack 210	3R	\$15,826
2	Pack 41	3R	\$14,814
3	Pack 527	SR	\$12,191
4	Troop 84	3R	\$10,384
5	Troop 210	3R	\$7,371
6	Pack 235	3R	\$6,639
7	Pack 616	SR	\$6,185
8	Troop 7117	3R	\$5,320
9	Pack 767	SR	\$5,223
10	Pack 985	3R	\$5,190

Ideal Year of Scouting

Trail's End[®]
Scout Fundraising

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Add a new trip or campout for excitement.

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

- 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®
Scout Fundraising



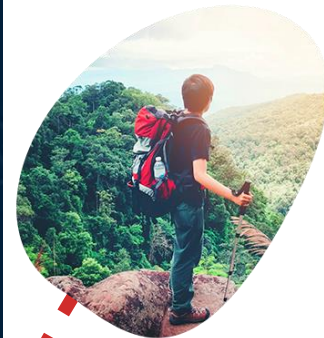
SET YOUR GOAL



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®

Ways to Sell

Trail's End[®]
Scout Fundraising

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.



TRAIL'S END TECHNOLOGY UNIT 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

The screenshot displays the Trail's End Unit Portal interface. The top navigation bar includes 'INVITE SCOUTS' and 'ORDER POPCORN' buttons. The user is logged in as 'Unit Leader' (Pack 12, Unit Leader). The main section is titled 'STOREFRONTS' and shows a summary of reservations: 340 reservations displayed, sorted by Recommended. The interface includes filters for Date and District, and a search bar. The main table lists storefronts with columns for Storefront Name, Address, District, Date, Day, Time, and a Reserve button. The table is divided into two sections: 'TOP STOREFRONT' (ACME Markets) and 'RECOMMENDED' (Lowe's Home Improvement).

Storefront Name	Address	District	Date	Day	Time	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 24	Sat	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 25	Sun	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Sep 1	Sun	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 24	Sat	2PM - 6PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 25	Sun	2PM - 6PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Sep 1	Sun	2PM - 6PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 9	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 16	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 23	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 30	Fri	4PM - 8PM	Reserve

Leader Portal and Ordering Product

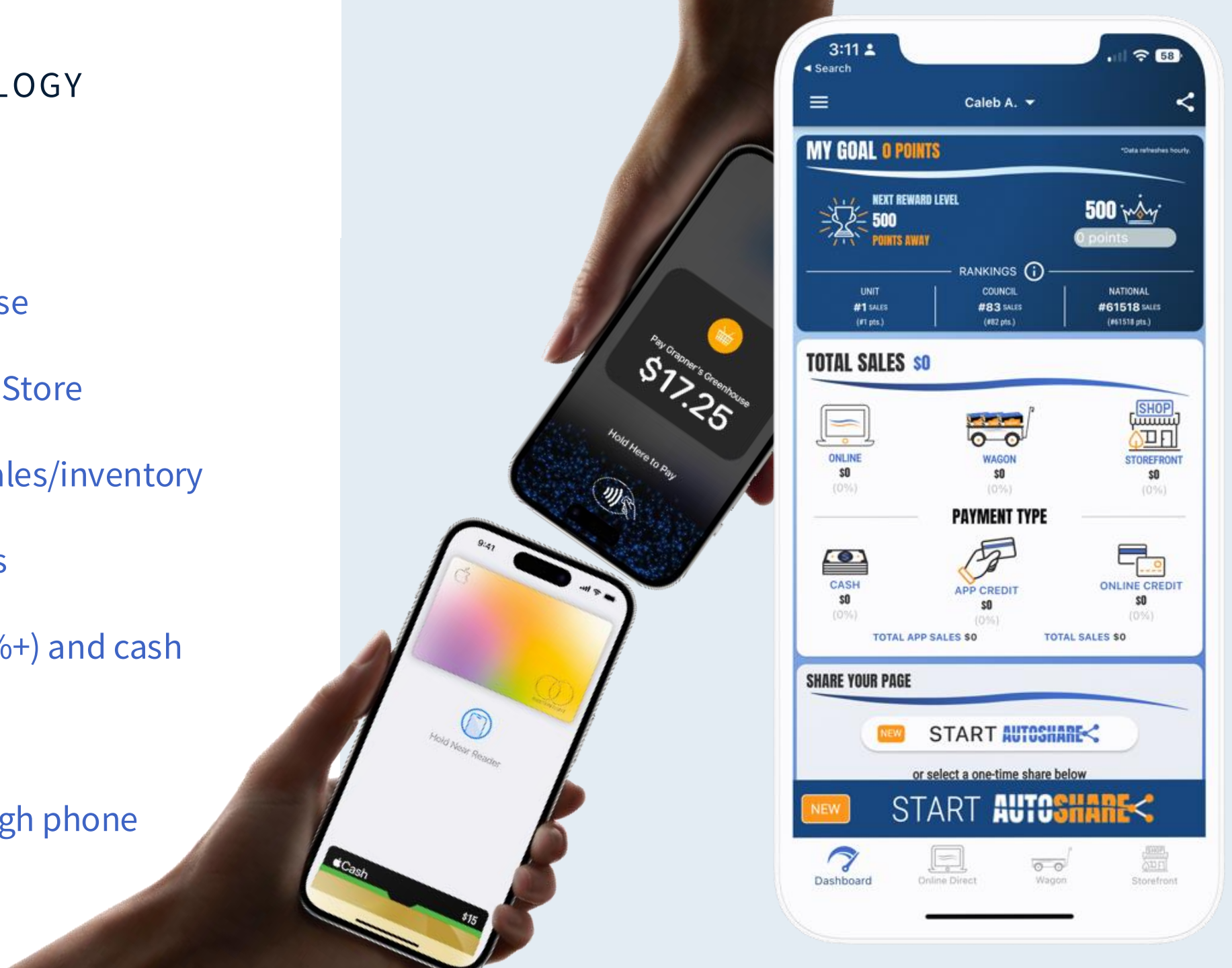
Trail's End[®]
Scout Fundraising

LEADER PORTAL TRAINING

Trail's End[®]

TRAIL'S END TECHNOLOGY SCOUT APP

- Point of Sale System
- Saves time and easy to use
- Google Play & Apple App Store
- Tracks real-time Scout sales/inventory
- Manages storefront shifts
- Accepts credit cards (85%+) and cash
- All CC Fees paid by TE
- Tap to pay directly through phone

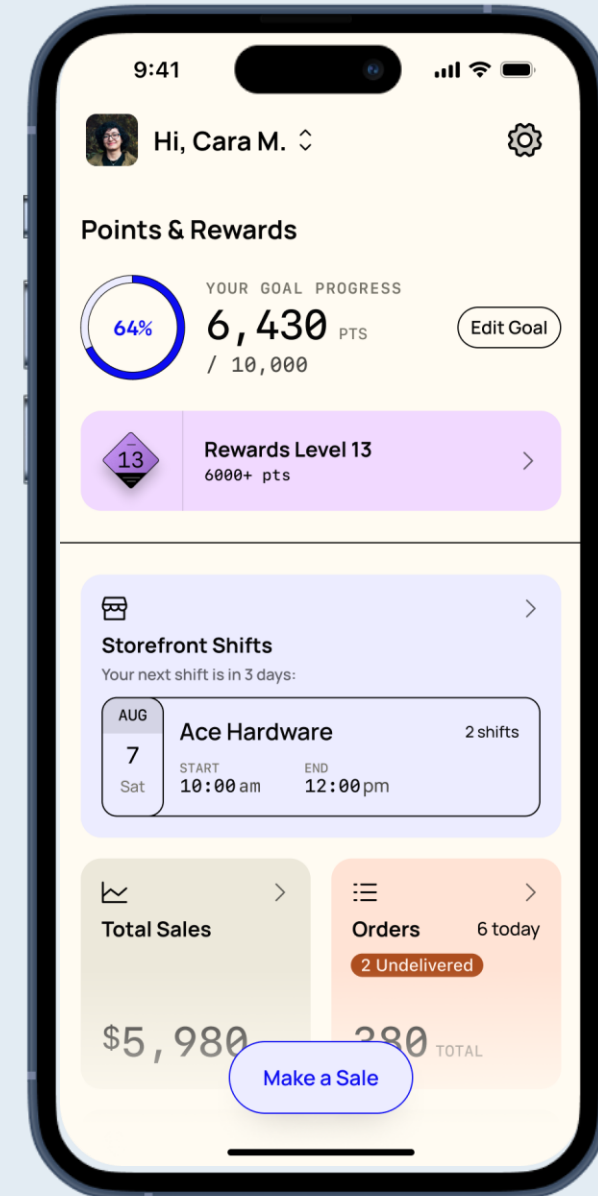


Trail's End App

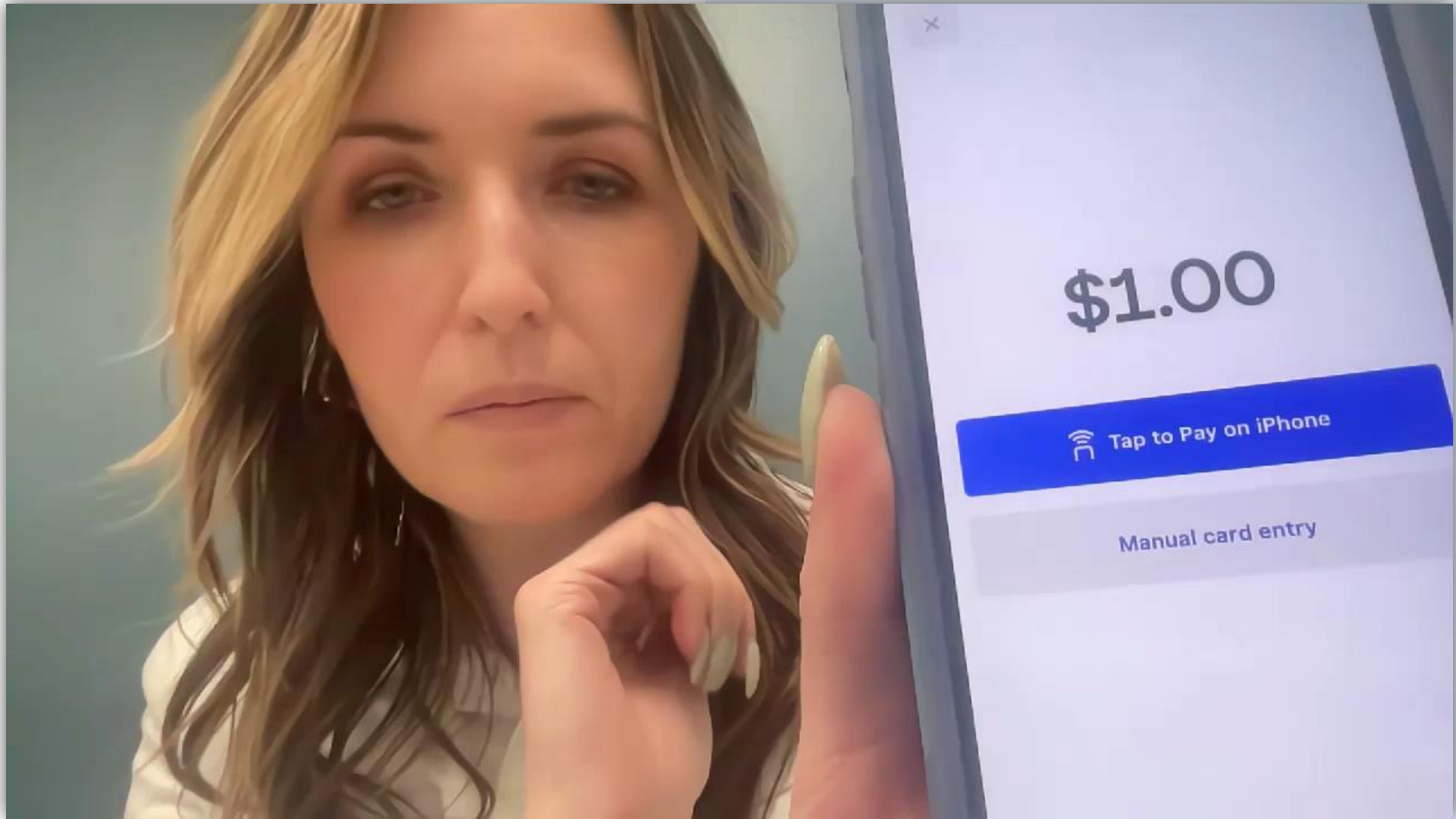
App Refresh

✓ 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 TECHNOLOGY
TAP TO PAY DEMO





2025 STOREFRONTS™

670,000 HOURS AT 7,000+ LOCATIONS WILL BE AVAILABLE FOR ALL UNITS!

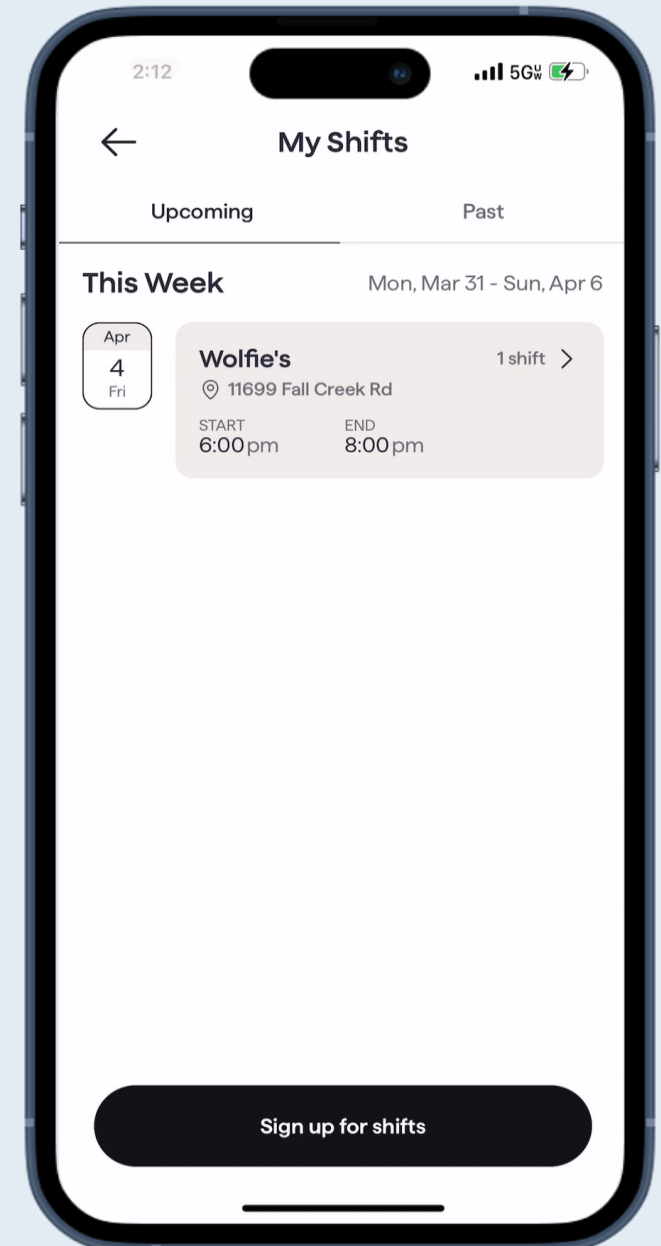
Every hour will have \$300 potential based on foot traffic and trained Scouts!

- 860,000 total booked hours by Trail's End:
 - 670,000 available for all Units!
 - 190,000 hours pre-assigned to VIP units (\$20k+).
 - All units reserve earlier this year on 2nd day.

RESERVATION SCHEDULE

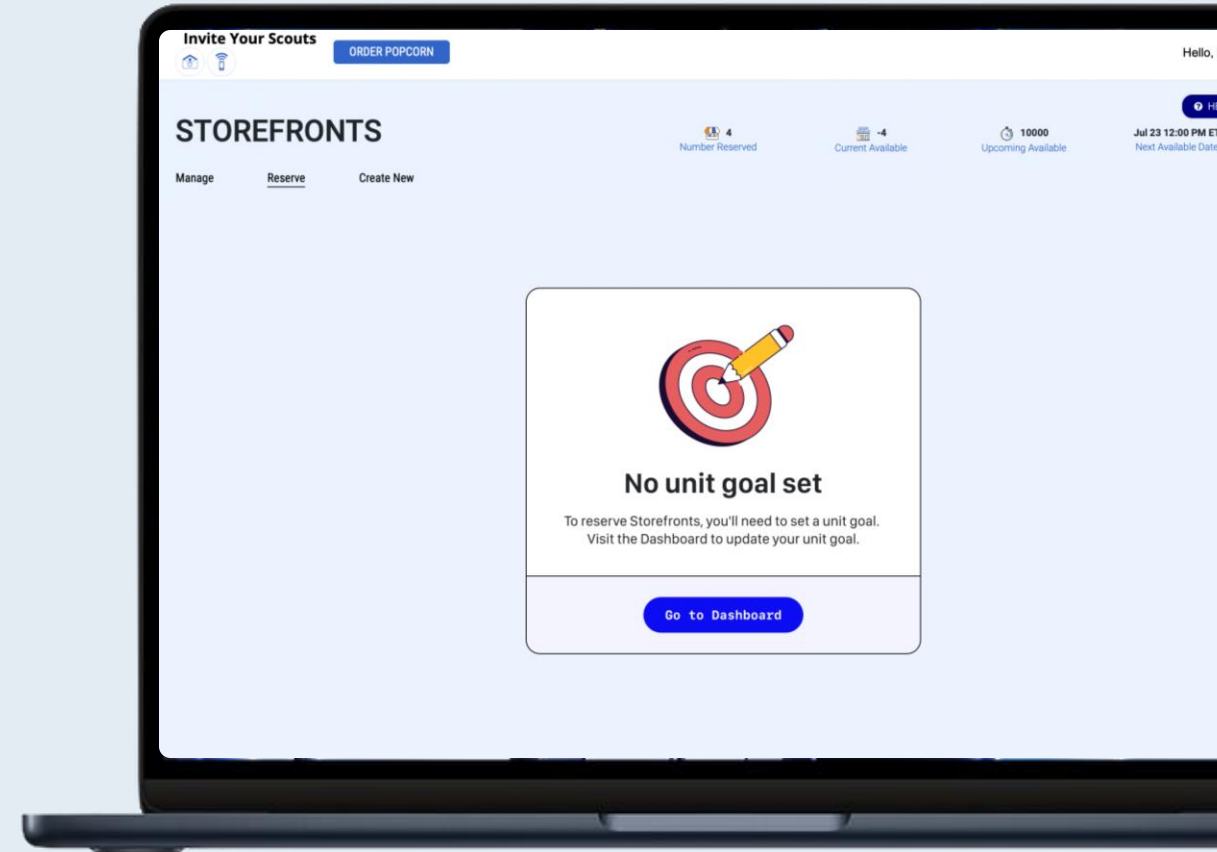
8 PM EST	2024 SALES	RESERVATIONS
July 22	\$10k+	4
July 23	All Units	2
July 24	All Units	Unlimited

PROVIDING MORE FUNDRAISING OPPORTUNITIES FOR ALL UNITS AND SCOUTS!



STOREFRONT EFFICIENCY

- ✓ Updated reservation time – 8 pm (ET)
- ✓ Goal required to reserve storefronts
- ✓ Guidance on storefront hours needed to reach goal
- ✓ **Shifts with 0 Scouts signed up will auto-release on Thursdays at 8 pm (ET) for Fri - Sun reservations**
 - 38% of weekend hours claimed in 2024 were not used by Scouts
 - Many shifts were “no shows” last year, this will help!



Reserving Storefronts

Trail's End[®]
Scout Fundraising

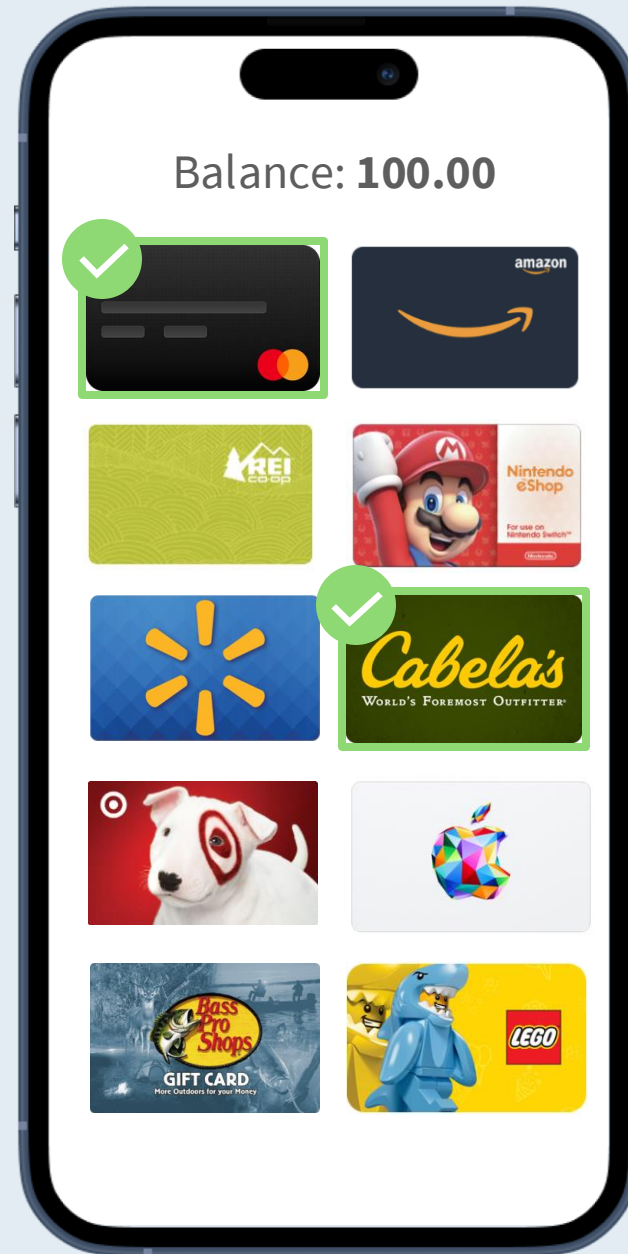
STOREFRONT RESERVATIONS AND MANAGEMENT

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.
- ✓ **Heroes and helpers bonus points! +5 pts!**

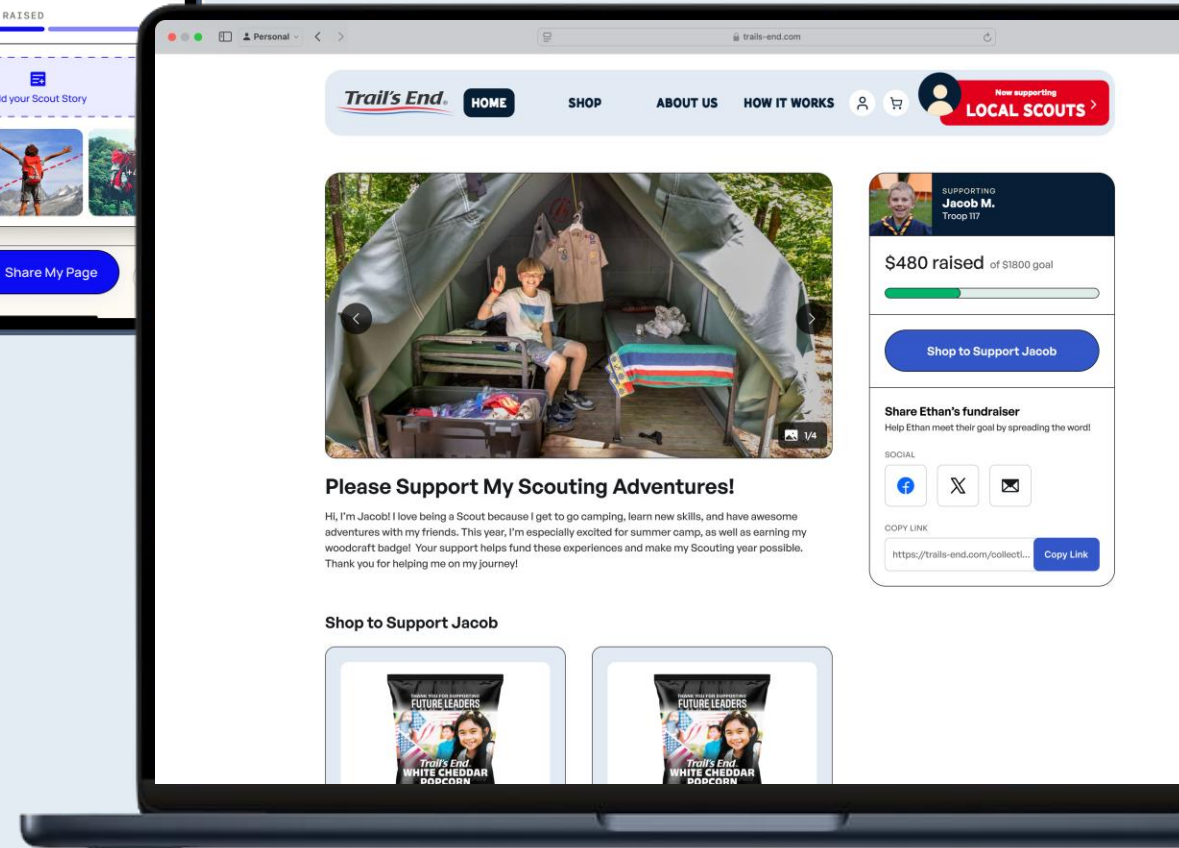
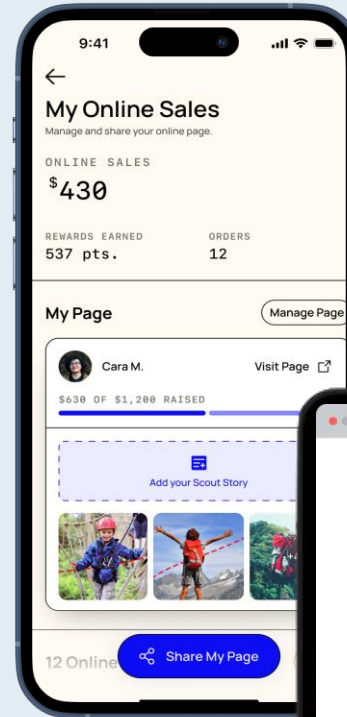


AMAZON
TARGET
WALMART
PREPAID
MASTERCARD
DICK'S SPORTING
GOODS
NINTENDO
GAMESTOP
BASS PRO SHOPS
CABELA'S
APPLE
LEGO
XBOX
PLAYSTATION

Trail's End 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
- ✓ Redesigned Scout pages that:
 - Emphasize the Scout and their story
 - Allow consumers to share the Scout's pages with their network



Products and Pricing

- **REMEMBER – YOU ARE NOT SELLING POPCORN. ANYONE CAN GO INTO A GROCERY STORE AND BUY A BAG!**
- Change your mindset to “with a \$20 donation you will be helping me attend *insert adventure like Jamboree / specific summer camp!” and pick anything from the table!



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

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

\$20 on almost all items?!

- **One price – simplifies the fundraiser.**
 - Inventory management
 - Mistakes with selling the wrong bag
- **Trail's End tested this mix last year!**
 - \$11 an hour increase
 - 8% more Yeses
 - Scouts understand its not about the product its about ME and my Unit.



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

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

Trail's End®

2025 PRODUCTS

- We only sell popular products & flavors that consumers purchase and enjoy every day.
- Now featuring Scouting America and Scouts in action.
- No artificial colors or flavors.

OVER
70%
STAYS
LOCAL**

\$20



POPPING CORN

Increased from \$17 to \$20

- All natural, popping kernels
- 28oz

NEW FIVE
\$20
PRODUCTS*

**DESIGNED TO INCREASE
CONSUMER PURCHASES!**

**SIMPLIFIES SALE FOR
SCOUTS, LEADERS,
AND CONSUMERS!**

\$20



SALTED CARAMEL CORN

**Reduced from \$25 to \$20
& 14oz to 11oz**

- Rich caramel with just the right amount of salt
- 5 cups | 11oz

\$20



BUTTER POPCORN

New

- Delicious and made with real butter
- 18 cups | 6oz

\$20



WHITE CHEDDAR POPCORN

#1 Seller Stays at \$20

- Savory and made with real cheese
- 16.5 cups | 6oz

\$20



SWEET & SALTY KETTLE CORN

**Increased from \$15 to \$20
& 3.5oz to 4.5oz**

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5oz

\$25



MICROWAVE BUTTER POPCORN

- Just the right snack for movie night
- 12 microwave bags

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

- All \$ donation should be turned into the heroes and helpers program!
- *Scouts earn an additional 0.5 points per donation entered in the app!*
 - \$1 credit card donation = 1.75 pts!
 - \$1 cash donation = 1.5 pts!

Council Sale Details

Dates

- Wednesday, July 16: Unit show and sell orders due through Trail's End portal (popcorn) or to council (nuts)
- Saturday, August 2: Show and Sell order distribution
 - Location tbd
- Monday, October 27: Unit take orders due through Trail's End portal (popcorn) or to council (nuts)
- Saturday, November 8: Take Order distribution
- Friday, December 5: Final payments due to council

Commission

- Base: 30%
- Unit logs 90% of sales in the app in real time: +2%
- Unit averages sales/Scout=\$300 (August 31st membership): +2% bonus
- Unit exceeds Council provided goal: +2% bonus
- Total Commission Possible: 36%

Contact Mike Olson with any questions

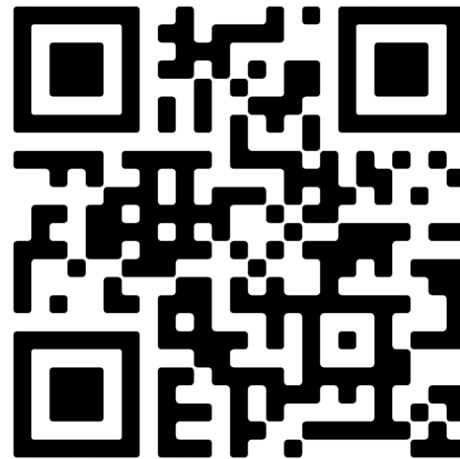
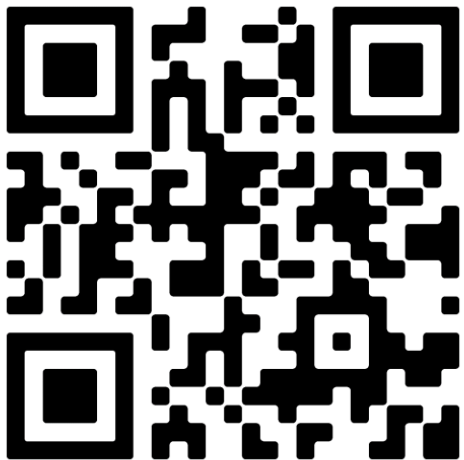
Mike.Olson@Scouting.org
443-883-6079

Support

Trail's End[®]
Scout Fundraising

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

Mike Olson

Mike.Olson@Scouting.org
443-883-6079

Whitley's Product Mix



Brochure Products			
Product Description	Size	Case Pack	Price
Honey Roasted Virginia Peanuts	20 oz. Tins	12	\$33.00
Salted Jumbo Cashews	12 oz. Tins	12	\$30.00
"Home-Cooked" Salted Virginia Peanuts	20 oz. Tins	12	\$28.00
Dark Chocolatey Covered Almond Clusters	10 oz. Tins	12	\$27.00
Virginia Trail Mix	14 oz. Tins	12	\$25.00
Whit's Party Mix	10.5 oz. Tins	12	\$25.00
Milk Chocolatey Covered Peanut Clusters	10 oz. Tins	12	\$22.00
Dark Chocolatey Covered Peanut Clusters	10 oz. Tins	12	\$22.00
"Homemade" Peanut Brittle	10 oz. Tins	12	\$22.00
Honey Roasted Virginia Peanuts	12 oz. Tins	12	\$21.00
Hot Honey Virginia Peanuts - New!	12 oz. Tins	12	\$20.00
"Home-Cooked" Salted Virginia Peanuts	12 oz. Tins	12	\$20.00

Place orders through council provided Google Form

Whitley's Product Mix (Show and Sell Only)



Additional Peanut Products (For Show-And-Sell Only)

Product Description	Size	Case Pack	List Price
Honey Cinnamon Almonds	13 oz. Tins	12	\$30.00
UNsalted Peanuts	12 oz. Tins	12	\$20.00
Salt & Ground Pepper Virginia Peanuts	12 oz. Tins	12	\$20.00
Salt & Vinegar Virginia Peanuts	12 oz. Tins	12	\$20.00
Crabby Chesapeake Virginia Peanuts	12 oz. Tins	12	\$20.00
Sweet & Savory Barbecue Virginia Peanuts	12 oz. Tins	12	\$20.00
Hot Jalapeno Ranch Peanuts	12 oz. Tins	12	\$20.00
Roasted Salted in Shell - Burlap Bag	12 oz. Bags	12	\$13.00

Additional Nut Mix Products (For Show-And-Sell Only)

Product Description	Size	Case Pack	List Price
Whit's Party Mix	18 oz. Tins	12	\$40.00

Place orders through council provided Google Form

The background is a dark blue field filled with faint, light blue line art of outdoor gear: tents, trees, a backpack, a canoe, and a signpost. A red dashed line winds across the image, decorated with four yellow four-petaled flowers. The text "Trail's End" is written in a white, bold, italicized serif font, with a registered trademark symbol (®) to its right. A thick red swoosh underline is positioned below the text.

Trail's End®

THANK YOU!

Comments and Questions?