Twin Rivers Council
2016 Popcorn Sale
<table>
<thead>
<tr>
<th>District Name</th>
<th>Unit</th>
<th>Fall 2015 Sales</th>
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<tbody>
<tr>
<td>Schenectady</td>
<td>Troop 3265</td>
<td>$32,775.00</td>
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<tr>
<td>Saratoga</td>
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<td>Mahikan</td>
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</tbody>
</table>
National Top Selling Scout

Benjamin Colley
Twin Rivers Council
Albany, NY

$32,775
The Ideal Year of Scouting
“Ideal Year of Scouting”

It is our goal to be able to provide a year round quality Scouting program through proper planning, budgeting, and goal setting to insure we are helping provide Scouts an “Experience Of A Lifetime”
“Ideal Year of Scouting”

• Plan our your Unit’s program year.
  • Get the Scouts engaged. It’s THEIR program
• Determine the budget for the year.
• Set the goal for the Unit and each Scout.
• Have a well thought out communication plan.
• Earn the desired funds needed from one fundraiser.
• Enjoy the activities planned and HAVE FUN
Unit Program Kick-Off
• This is often the first gathering of the new program year for Scouts and parents, so **MAKE IT A FUN EVENT!**
  • Conduct games, have snacks, offer door prizes, etc.

• Review all the activities planned for the upcoming program year.

• Review the costs for every activity and the cost for the year.

• Review the sales goal for every Scout and demonstrate how a Scout can earn his own way.

• Review the different selling methods
  • Show-n-Sell
  • Take Order
  • Online selling

• Review the safety tips

Please visit [www.trails-end.com](http://www.trails-end.com) for sample videos and a leaders guide to a successful kick-off
What Are
The Barriers
With The Scout Parents?
Message To Scout Families

• No out of pocket expense to enjoy 12 months of Scouting activities.
• Do one fundraiser a year and spend more time enjoying Scouting.
• Gives Scouts the opportunity to:
  - Earn their own way
  - Learn life lessons and responsibility
• All Scouts get to enjoy your Unit’s program.
• Scouts are able to live their dreams
• Consumers are more motivated to purchase based upon the cause.

• What are we selling?
DOOR PRIZE!
2016 Product Line Up
DO YOU HAVE AN APPETITE FOR ADVENTURE?

Your purchase puts more "POP" in local Scouting.

My name is ______________________.

I'm fundraising to have exciting and fun adventures in Scouting!

If you love your purchase, you can continue to support me online. Find me online at www.traile-end.com.

Online Booth ID ______________________.

Trail's End

$30 Chocolatey Caramel Crunch
Tossed creamy caramel corn to a creamy chocolate drizzling.
One 12 oz. Jar
One 11.00 in local Scouting

$25 Classic Trail Mix
A delectable blend of peanuts, M&M candy, raisins, almonds, and sunflower.
One 12 oz. Jar
One 18.00 in local Scouting

$20 Premium Caramel Corn
With Almonds, Cashews & Pecans
A deliciously caramel covered treat. Loaded with almonds, cashews andpecans.
One 12 oz. Jar
One 15.00 in local Scouting

$60 Chocolate Lover's Collection
- White Chocolatey Pretzels 1.7 oz.
- Milk Chocolatey Pretzels 1.7 oz.
- Chocolatey Caramel Crunch 12 oz.
- Chocolatey Caramel Crunch 12 oz.

One 3 oz. Jar
One 35.00 in local Scouting

Golden Rule

$30 Cheese Lover's Collection
- White Cheddar Cheese Corn Sez
- Jalapeno Cheddar Cheese Sez
- Jalapeno Cheddar Cheese Sez
- Jalapeno Cheddar Cheese Sez

One 3 oz. Jar
One 30.00 in local Scouting

$15 Jalapeno Cheddar Cheese
Crispy cheddar popcorn with a spicy kick of jalapenos.
One 3 oz. Jar
One 12.00 in local Scouting

$15 White Cheddar Cheese Corn
The perfect combination of light, crispy popcorn and rich white cheddar cheese.
One 3 oz. Jar
One 12.00 in local Scouting

$10 Classic Caramel Corn
A traditional favorite. Our Classic Caramel Corn is full of rich caramel flavor.
One 3 oz. Jar
One 10.00 in local Scouting

$10 Popping Corn
A cereal snack formula for those who like to make popcorn from scratch.
One 3 oz. Jar
One 10.00 in local Scouting

$25 Kettle Corn Microwave
Our deliciously sweet and salty Kettle Corn is better than ever!
One 3 oz. Jar
One 18.00 in local Scouting

$20 Unbelievable Butter Microwave
A customer favorite with more buttery goodness than ever.
One 3 oz. Jar
One 14.00 in local Scouting

$20 Butter Light Microwave
Our lightest butter popcorn with just a hint of salt.
One 3 oz. Jar
One 14.00 in local Scouting

Popcorn for our Troops

Order anytime at Trail’s End.com. Online ordering gives you exclusive access to new Trail’s End products including Chocolates, Nuts, and Coffee.

Gold Donation
Over $50.00 in local Scouting

Silver Donation
Over $10.00 in local Scouting

Donate a gift of popcorn for our military men and women, their families, and veterans’ organizations.

The U.S. Military

(607) 265-0000

Thank you for your support.

For more information on the Trail’s End program, visit www.traile-end.com.
Motivate Your Scouts
Scout Incentives

• Keller Prize Program (Year #5)
• 2016 Piece Patch Program
• Hooked on Scouting – Fish Club
• Hairy’s Heroes
• Top Sellers
• Trail’s End Scholarship Program
• Extended Prize Program
2016 Piece Patch
Blast-Off To Success!
Galactic Piece Patch

• 6 piece patch to jump scout sales into hyperspace!
  1. Sell 1 item: Participation Patch
  2. Make an Online sale
  3. Be a member of the Seller Club: $650
  4. Sell 1 of each item
  5. Make a military sale

• Become a top flight top-seller...
  • Top selling scout in your unit or sell $1000

  6. Earn the Top Seller pin
What are the best Unit incentives?

• Special Scouting programs for them to attend
• Gift cards: Movie theaters, iTunes, Game Stop, etc.
• Camping equipment
• Video games
• Pizza party
• Ice Cream party
• Pie in the Face (leader, parent, principal)
• Anything that makes them feel special
• What do some of you do??
DOOR
PRIZE!
Trail’s End Technology
Enabling an Easier Fundraising Program
“New” Popcorn Selling System

Easier For Leaders

- Single Sign On with Online Selling System
- Inventory Management
- Mobile Enabled
- Less Paper Order Forms
Digital Take Order App

Council product list loaded onto personal devices, with ability to take order and process payment.
New Take Order App

• Mobile App Custom by Council

• Cascades to Units & their Scouts’ Phones

• Take Orders & Payment in Real Time
  • PCI Compliant
Online Ordering Site

Personalized selling pages, where Scouts tell their story, select their favorite products, and can connect their account via social media.
Raise More Money to Fund Your Scouting Adventures!

It's easy, and open to all units. Raise money for your Pack, Troop, Crew, Post, or Ship.

GET STARTED NOW!
We need some information before you can get started.

Let's Get Started.
Are you under the age of 13?
Click yes or no below in order to proceed.

Yes  No
We need some information before you can get started.

RyanR

* * * * * * * *

CONTINUE

Go Back

If you are not over the age of 13 please get your parent(s) or guardian to help.
You're almost done. Now let's find your unit.

Find your unit:

08723 Pack 38

GO
You're almost done. Now let's find your unit.

Find your unit:

08723  Pack 38  00

Pack 380  Pack 385  Pack 383

Pack 38  Pack 380  Pack 385  Pack 383

Choose unit
Trails-End.com New Website
Unique Products and Sizes

- All products will be unique and/or bigger sizes as compared to the traditional sale.
- All products priced at $30 + $7.50 shipping – Buy 3 Get Free Shipping.

- 6oz Simply Salted
- 9oz White Cheddar
- 20oz Caramel Corn with Sea Salt
- 9.5oz Milk Chocolate Pecan Clusters
- 22oz Caramel Corn with Almonds & Pecans
- 12oz Medium Roast Ground Coffee
- 12oz Dark Roast Ground Coffee
- 12pk - Medium Roast Coffee - K-Cup (4.24oz)
- 24pk Movie Theater Butter Microwave Popcorn
- Gold Level Military - $60
- Platinum Level Military - $80
Trails-End.com
Unique Products and Sizes
Benefits of selling online this year vs. last year:

1. 50% back to the Scout
2. Personalized webpage with profile pic, description, favorite product, & Scouting photos/video
3. Real-time reporting in a dashboard
4. Easier to share a Scout’s page via email and social media
5. TE digital marketing engagement:
   - Website notifications
   - Personalized emails
   - SMS
   - Social media contests
Unit Commissions
Commission Structure

Traditional Sale

• 30% Base Commission on all non-Online Sales
• 2% Bonus Commission for Submitting Commitment Form by July 10
• 2% Bonus Commission for Unit Kernel Attending Popcorn Training
• 1% Bonus Commission for increasing Total Sales by $1 over 2015

• Reminder: Online Sales will receive 50% Commission
  (these sales do not count towards the Scout Incentives, i.e. prizes)
Key Dates
Key Dates

• Show-n-Sell Orders Due: August 25
• Show-n-Sell Distribution: September 8-10
• Show-n-Sell Returns: November 3-4
• Take Order/Prize Orders: November 2
• Take Order Distribution: November 17-19
• Final Payment Due: At Take Order Distribution
Council Contact Information

- Ruth LaCoss – Staff Manager – ruth.lacoss@scouting.org
- Bob Colley – Council Kernel – councilkernel@outlook.com

- Your District Executive and District Kernel are available to help all you need to do is ASK!
Thank You and
Good Luck with Your Sale