

LEADER GUIDE



TOOLS FOR SUCCESS

- Unit Leader Training
- Scout Training
- Popcorn System Ordering
- Online Selling
- Scout Incentives
- Scholarship Program



ONLINE SELLING

Skip the Delivery, Sell Online

Scouts can sell to far-away friends and family by selling online at www.trails-end.com.

No money to handle

Products ship directly to customers

Earn Amazon.com rewards

Scouts receive 5% for every dollar sold, over \$300.*



*Amazon.com Gift Card, redeemed through their Scout account

UNIT LEADER TRAINING

Online Popcorn Sale Training Modules

- No login required: www.trails-end.com
- Video-based
- Live web trainings for Top Sellers, led by 2017 Top Selling Units and Scouts



NEW TEN FOR \$10 UNIT PROMOTION

Units earn a \$10 Amazon e-gift card for each 10 Scouts in their unit with an online sale.

DID YOU KNOW?

The average online order is nearly **4x** greater than door-to-door sales.



SCOUT TRAINING & INCENTIVES

Prepare and Motivate Your Scouts to Become Top Sellers

Animated Scout Training Video

NEW training video that teaches Scouts and parents how to sell and value funding adventures through popcorn fundraising. Perfect for playing at your unit's kickoff!

Online Training Resources

All the tools Scouts need to be successful sellers, such as downloadable banners, thank you cards, and more!

👉 www.trails-end.com/scout-training

Win a Trip to Disney®!

Scouts that register an account with Trail's End and record one online sale will have a chance to win a trip for two to **Walt Disney World®** Resort.



Two Ways to Win

- Three winners chosen by random draw. Scouts can increase their chances of winning with each sale.
- Top 5 Online Sellers

👉 www.trails-end.com/winatrip

See site for details and Official Rules.



POPCORN SYSTEM ORDERING

Manage Every Aspect of Your Unit's Sale

- Watch the tutorial video for popcorn ordering
- Place traditional sale popcorn orders for your unit
- Enter and track your unit's sales by Scout
- Track your Scouts' online sales
- Order your unit's prizes at the end of the sale (links to prize vendor sites)
- Run sales reports and your unit's invoice

👉 <https://scouting.trails-end.com>

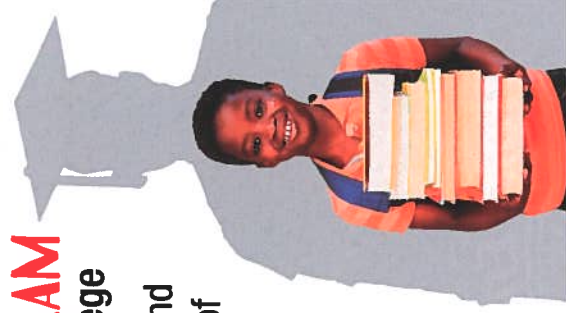


SCHOLARSHIP PROGRAM

Popcorn Helps Scouts Pay For College

Scouts that sell \$2,500 of qualifying Trail's End products in any calendar year can have 6% of their total sales count towards their own Trail's End Scholarship.

Once enrolled, 6% of their sales each year will go towards the scholarship. Scouts only have to hit the \$2,500 minimum one time.



For full program details, visit www.trails-end.com/scholarship