Great Alaska Council

2020 Fall Sale Updates
GAC Dates to Remember

July 1 – Online Direct sales start
Order #1 due August 9
   Anchorage/Eagle River/Mat Su pick up from Camp Gorsuch September 1-2
   Juneau arrival August 31
Order #2 due September 13
   Anchorage/Eagle River/Mat Su pick up from Camp Gorsuch October 6-7
   Juneau arrival October 5
Order #3 due October 18
   Anchorage/Eagle River/Mat Su pick up Camp Gorsuch November 10-11
   Juneau arrival November 9
Payment due at time of product pick up or by November 13
   Late fees will be enforced
A unit can return no more than 10% of their order and no more than 10% of any one product.
30% base commission to all units who pay their invoice on time
1% Attend Trails-End webinar for unit popcorn kernels
1% Average of $400 sales per Scout
1% Average of $500 sales per Scout
1% Average of $600 sales per Scout
1% unit return of 3% or less of order
If a Scout earned a popcorn Campership in 2019, any Scout who renews their registration for the 2020-2021 year will become qualified for a Popcorn Campership equivalent in Scout Bucks. The Scout Bucks will be redeemable at a 1:1 ratio, which can be used at the Council Scout Shop, Council Camp Trading Post, or towards 2021 Council Camp Fees.

If a family paid for 2019 Council Camps with Scout Bucks and renews their registration for the 2020-2021 year, the Scout will receive Scout bucks in the amount paid to camp fees at a 1:1 ratio, which can be redeemed at the Council Scout Shop, Council Camp Trading Post, or towards 2021 Council Camp Fees.

Scout Bucks will expire December 31, 2021.

*Will be mailed July 2020 based on registrations*
GAC 2019 Results

Total Sales

$799,942
How do we keep your Scouts safe?

How to Sell $1,000 Social Distancing
Sell for 8 hours, fund your entire year of Scouting!
How to Sell $1,000 Social Distancing
Sell for 8 hours, fund your entire year of Scouting!

STEP 1: Create a Trail’s End account for your Scout.
- Text APP to 62771 to download the Trail’s End App.

STEP 2: Make a list of 30+ people you know to ask for support.
- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (e.g. Facebook).

STEP 3: Draft your Scout’s sales pitch.
- Example: Hi **customer’s name**, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

STEP 4: Build your Scout’s personalized fundraising page.
- Once signed into the app, go to Online Direct and then Manage Page.
  - Upload a picture of your Scout smiling, preferably in their Class A uniform.
  - Paste your sales pitch into the About Me section.
  - Select your Favorite Product.

STEP 5: Ask for support.
- Share your Scout’s fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For BEST results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
  - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

STEP 6: Ask for support in the neighborhood.
- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!
Visit www.trails-end.com/onlineacademy for more tips, and FAQ.
ONLINE DIRECT

• Safe way for Scouts to sell

• Scouts earn ‘More Points’ towards TE Rewards

• Traditional products and prices
  • $10 opening price point
  • Shipping: $7.99 1st item / $.99 per additional item

• No handling of products/cash for Scout or unit

• New TE App Online Direct features:
  • Take Online Direct orders in the TE App
  • Text order to customer to complete purchase on their phone

Text **MYPLAN** to 62771 to download:
How to Sell $1,000 Social Distancing
**Online Direct**

**HOW IT WORKS**

**TWO WAYS TO SELL ONLINE**

**SHARE YOUR PAGE**
1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

**TAKE ONLINE DIRECT ORDERS IN THE APP**
1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers
Trail’s End Online Direct unit promotion:
  • Earn 5% of Online Direct sales in an Amazon.com gift card – Jul 1-Aug 15
    • Unit must be registered by August 15, 2020 to qualify.
  • Free Shipping July 3rd – 5th!
  • Uncertainty of COVID-19 return

  • Scout Online Direct Entrepreneur Challenge
    • The 1st 200 Scouts sell $2,500 or more through Online Direct from July 1 – August 15 will receive a $200 Amazon.com Gift Card.
Can my Scouts still sell using the Traditional Methods? (Storefront / Door to Door)

Yes!
Improvements Based Upon Leader Feedback
Faster...easier...simpler...time saver

• Rebuilt in Google Flutter.
• Faster Scout registration; Takes less than 1 minute.
• Checkout … 9 clicks to 4 by streamlining and eliminating extra steps.
• New **Online Direct** in TE App.
  • Sell face-to-face, swipe a card, ship online products directly to consumer.
• Consolidated Scout and storefront views, reporting and actions.
  • Fewer clicks to find information and take action.
  • Simpler inventory views by storefront and by Scout.
• Re-associate storefront orders between shifts for easier managing sale.

**New enhancements will be ready July 1st**
CREDIT SALES ARE BEST FOR SCOUTS
TELL YOUR CUSTOMERS, “WE PREFER CREDIT/DEBIT”
It’s safer!
Trail’s End pays for all credit card fees!

• **Bigger Rewards** – Earn ‘More Points’ for credit card sales in the Trail’s End App
• **Safer** – Scouts don’t have to handle cash
• **Higher Sales** – Customers spent 27% more with credit vs. cash in 2019
• **Easier** – Parents turn in cash sales with credit/debit payments to their unit
• **Hardware** – Scouts can accept credit/debit with Square readers or manual entry
Trail’s End App

2019

Dilly C.

Total Wagon Sales
$135

Orders

DILLY CLARKSON

Cash on Hand
$15

My Inventory

| Item                  | On hand | Sold | Used/M | Qty
|-----------------------|---------|------|--------|-----
| Chocolate Lover's Tin | 0       | 2    | 1      | 1   
| Cheese Lover's Box   | 0       | 0    | 0      | 0   
| Choc. Caramel Crunch  | 0       | 0    | 0      | 0   
| 10pk Kettle Corn - MC| 0       | 0    | 0      | 0   
| Salted Caramel Corn   | 0       | 0    | 0      | 0   
| Urb. Butter Microwave | 0       | 0    | 0      | 0   
| Premium Caramel (6oz) | 0       | 0    | 0      | 0   
| White Cheddar         | 0       | 0    | 0      | 0   
| Caramel Corn          | 0       | 0    | 0      | 0   

2020

YOUR GOAL $5,000

NEXT REWARD TIER $987

$2,500

$1,512.50

STOREFRONT SALES

CURRENT SHIFT DETAILS

8 AM - 10 AM

12 HOURS WORKED

$212.00

$212.00

YOUR GOAL $15,000

NEXT REWARD TIER $469

$10,000

$9,931

LAST 3 ORDERS

Lauren London 9/6 @ 12PM $100

Chris Lavish 8/16 @ 1PM $60
TRAIL'S END APP

Key Benefits

• Free Credit Card Processing - Paid by Trail's End
• Real-time tracking and reporting of sales, inventory and storefront registrations
• Families can turn in cash payments via credit card
• System-calculated Scout sales for easy Trail's End Rewards ordering
• Take Online Direct orders in the app as way to fundraise while social distancing

Proven Results

• Used by over 14,500 units & 160,000 Scouts
• Over 10% growth for units that recorded more than 75% of sales in the app in 2019
• Credit Card transactions averaged 27% higher than cash

Text APP to 62771 to download.
TRAIL’S END APP

Text APP to 62771 to
DOWNLOAD THE APP
& START SELLING TODAY

ONE MINUTE to register your account!

Accept Debit & Credit Cards for FREE! No Reader Required.

Each Scout Must Have a Registered Account. Same Email Can Be Used For Multiple Accounts.

Record ALL of Your Sales in the App, Even Take Order Sales!
REGISTER YOUR UNIT!

Let Us Know
Your Unit is Selling This Fall!

New to popcorn?
You create your Popcorn Kernel account as part of the commitment process.

Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*

*Unit must be registered to sell by no later than August 15, 2020 to qualify.

COMMIT NOW: www.trails-end.com/unit-registration
Every Question Asked...Every Question Answered!

Every Question Asked...Every Question Answered!

UNITs THAT ATTENDED A TRAIL’S END WEBINAR GREW 11.2% ON AVERAGE IN 2019

Register to attend one of the webinars:
- $20k+ Top Selling Units
- $7.5k - $20k High Selling Units
- $0 - $7.5k Selling Units
- District Kernel Training

*The first 5,000 units to register for a webinar by August 1 will receive a $20 Amazon.com Gift Card (max 1 per unit). Attendance is required. Gift Cards will be emailed approximately one week after webinar attendance. Unit must have sold $7,500 or more in 2019 to qualify.

TO VIEW THE FULL SCHEDULE & REGISTRATION DETAILS:
Text WEBINAR to 62771 to Register!
Get your questions answered and share ideas between Unit Leaders across the country about the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community.

- Discover best practices with other unit leaders and learn new popcorn sale ideas
- Have direct access to Trail’s End when your unit needs support and share ways Trail’s End can serve your fundraising needs better.

Text **FACEBOOK** to 62771 to join!
## 2019 Unit Results - Great Alaska

<table>
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<tr>
<th># Units</th>
<th>2018 Sales</th>
<th>2019 Sales</th>
<th>Diff</th>
<th>Diff %</th>
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<tr>
<td>All Units</td>
<td>75</td>
<td>$837,912</td>
<td>$799,876</td>
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### Combined National Program Results

| Units on Facebook, Trail's End App Sales of 75%+, Trail's End Rewards ($350+), and App Webinar Training | 5 | $81,770 | $111,719 | $29,949 | 36.6% |

| Units on Facebook, Trail's End App Sales of 75%+ and Trail's End Rewards ($350+) | 30 | $448,877 | $506,946 | $58,069 | 12.9% |

### Individual Program Results

| App Webinar Training | 6 | $87,310 | $118,239 | $30,929 | 35.4% |
| App Sales of 75%+ | 53 | $597,900 | $661,888 | $63,988 | 10.7% |
TRAIL’S END REWARDS

New in 2020

• Points based Rewards system encouraging Scouts to sell more with Online Direct and with credit cards
• With changes to the way they sell, Scouts can earn more Rewards faster!

SCOUTS EARN DOUBLE ONLINE
PER EVERY $1 SOLD
ONLINE DIRECT

SCOUTS EARN 2PTS
PER EVERY $1 SOLD
ONLINE DIRECT

SCOUTS EARN 1.5PTS
PER EVERY $1 SOLD
CREDIT/DEBIT

SCOUTS EARN 1PT
PER EVERY $1 SOLD
CASH

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS

NO LIMIT

6,000 pts Earn a $60 Amazon.com Gift Card
5,000 pts Earn a $577 Amazon.com Gift Card
4,000 pts Earn a $300 Amazon.com Gift Card
3,500 pts Earn a $250 Amazon.com Gift Card
3,000 pts Earn a $200 Amazon.com Gift Card
2,500 pts Earn a $100 Amazon.com Gift Card
2,000 pts Earn an $80 Amazon.com Gift Card
1,500 pts Earn a $150 Amazon.com Gift Card
1,250 pts Earn a $125 Amazon.com Gift Card
1,000 pts Earn a $100 Amazon.com Gift Card
800 pts Earn a $80 Amazon.com Gift Card
600 pts Earn a $60 Amazon.com Gift Card
400 pts Earn a $40 Amazon.com Gift Card
375 pts Earn a $375 Amazon.com Gift Card
250 pts Earn a $250 Amazon.com Gift Card
175 pts Earn a $175 Amazon.com Gift Card
150 pts Earn a $150 Amazon.com Gift Card
125 pts Earn a $125 Amazon.com Gift Card
120 pts Earn a $120 Amazon.com Gift Card
105 pts Earn a $105 Amazon.com Gift Card
90 pts Earn a $90 Amazon.com Gift Card
75 pts Earn a $75 Amazon.com Gift Card
60 pts Earn a $60 Amazon.com Gift Card
45 pts Earn a $45 Amazon.com Gift Card
30 pts Earn a $30 Amazon.com Gift Card
20 pts Earn a $20 Amazon.com Gift Card
15 pts Earn a $15 Amazon.com Gift Card
10 pts Earn a $10 Amazon.com Gift Card
5 pts Earn a $5 Amazon.com Gift Card

SIGN IN & SET YOUR GOAL
Text APP to 62771 to download the app
Traditional Products

OVER 73% SUPPORTS OUR LOCAL SCOUTS*

NEW! TWO BIG BAGS

Cheese Lover’s Collection
Over $22 to local Scouts* Contains Milk
- White Cheddar Popcorn
- Blazin’ Hot Popcorn Comes in a gift box.

Salted Caramel Popcorn
Over $7 to local Scouts* Contains Milk and Soy

Blazin’ Hot Popcorn
Over $14 to local Scouts*

White Cheddar Popcorn
Over $14 to local Scouts* Contains Milk

Unbelievable Butter™
Over $10 to local Scouts*

Popping Corn Jar
Over $10 to local Scouts*

Caramel Corn
Over $7 to local Scouts* Contains Soy

SUPPORT SCOUTS, THE MILITARY AND FIRST RESPONDERS WITH AN AMERICAN HEROES DONATION!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

Donation Levels
$50 $30

EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!
ONLINE EXCLUSIVES

- (2) Dark Chocolate Salted caramels
- (1) Chocolatey Caramel Crunch

Chocolatey Caramel Crunch

Unbelievable Butter (12pk)
Square Readers for Scouts – redeemed in the Trail’s End App beginning July 1:

• Scouts who sold $1,000 - $3,499 in 2019 will receive a Square reader (headphone or lightning)

• Scouts who sold $3,500+ in 2019 will receive a contactless Bluetooth reader
Thank You!