



California Inland Empire Council 2024 Leader Guide

Trail's End®

Scouting  **America**™
California Inland Empire Council

Powered by Popcorn

Trail's End[®]
Scout Fundraising



**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



Ideal Year of Scouting

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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

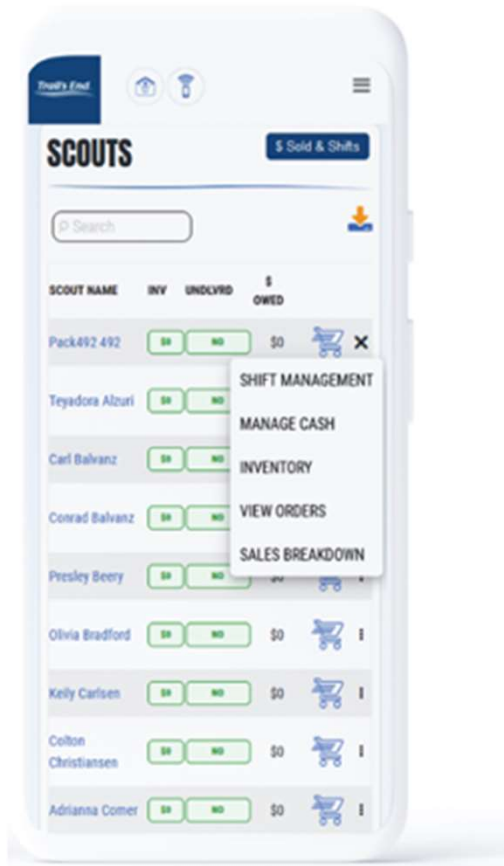
- Conduct one fundraiser and .
- Less time fundraising = more time Scouting!

Enjoy the Year!



Trail's End Leader Portal

Trail's End
Scout Fundraising



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.

Leader Training

Videos

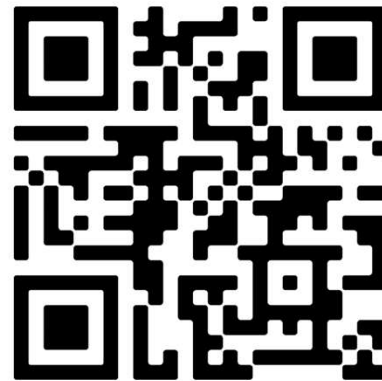
Leader Portal - Training page

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



Trail's End App

Trail's End
Scout Fundraising

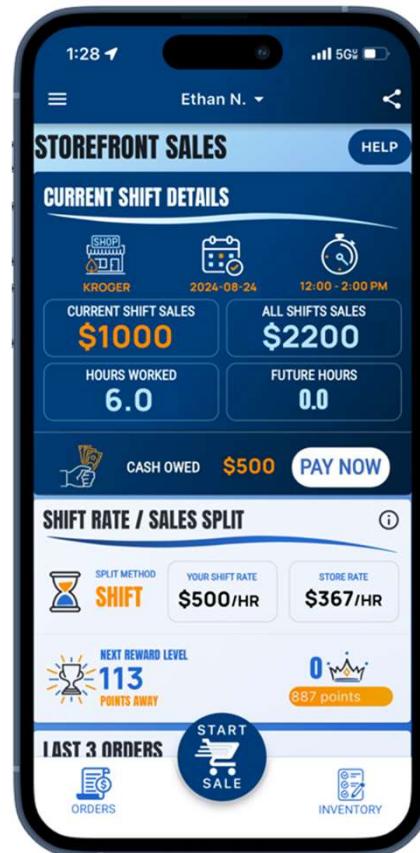
Save Time Managing Your Sale!

Scouts use the App 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

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

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.

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

Scout Rewards

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CIEC SCOUT BONUSES



TOP 75 selling Scouts will earn their chance to Spin the Wheel!

Fun-filled event with food, prizes, & recognition of the top achievers of the 2024 California Inland Empire Council popcorn sale.

1. From August 12th to October 31st registered Scouts who sell at least \$3,500 AND are in the top 75 in the Council qualify for the chance to spin!
2. 1 spin per \$1,500 sold.
3. All sales must be entered in the Trails End App!
4. ABSOLUTELY NO COMBINING OF SCOUTS WILL BE ALLOWED.
5. Scout must be present at the event to spin. No substitutes!

CIEC CHAMPIONS!

Any Unit that achieves \$100K in Sales will receive authentic Champion Belt!



Any Scout that achieves \$10K in Sales will receive authentic Champion Belt!



CIEC \$3,000 CLUB

Trail's End will ensure
that the Scout receives an
E-Amazon Gift Card
of at least 8% of sales*!

*Depending on Sale \$'s, gift card could be as high as 10%!



Storefront Settings & Reservations

The **BEST, Most Fair & Highest Selling** split is One Scout and their 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 Scout sales won't go down like other 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

COMMISSIONS

Show & Sell | Take Order Commissions

TIER 1 - \$0 - \$14,999

27%

TIER 2 - \$15,000 - \$24,999

30%

TIER 3 - \$25,000 - \$34,999

32%

TIER 4 - \$35,000

36%

Online Sales Commission – 30%



DISTRIBUTION DATES

- Show and Sell:
 - Unit Orders Due – Mon July 29th
 - Distribution Days – Wed / Thurs / Fri - Aug 7th, 8th, and 9th ('Signup Genius' for appts.)
- Replenishment Orders:
 - Unit Orders Due – Sunday Nights (Beginning Sun Aug 11th)
 - Distribution Day – Thursdays 2 pm to 5 pm (Beginning Thurs Aug 15th ; 'Signup Genius' for appts.)
- Final Order:
 - Unit Orders Due – Mon Oct 21st
 - Distribution Day – Wed Oct 30th ('Signup Genius' for appts.)

Warehouse Location – Bee Imagine, 11751 Industry Ave., Fontana, CA 92337 (same as last year!)

RETURNS

- Amnesty* Return Days:
 - Thursday Sept 12th and Friday Sept 13th.
 - Unit can return 50% of amount ordered.
- End of Sale* Returns:
 - Unit can return up to 5%.
 - Full cases.
 - Unit records H&H's donations to qualify.
- *Product Specific Returns:
 - Popping Corn is non-returnable.
 - Unbelievable Butter MW is non-returnable after the Amnesty Days.

KEY DATES

- **July 20th – CIEC POPCORN BOOTCAMP!**
- **July 20th – July 23rd – Storefronts Claiming**
- **July 29th – Show & Sell Order Due**
- **August 7th – 9th – Show & Sell Distribution**
- **August 10th – Sale begins**
- **Weekly Inventory Replenishments** – Orders in the system by Sunday night available for pickup at the warehouse on the following Thursday by appointment!
- **Sept 12th & Sept 13th – Amnesty Return Days**
- **Oct 21st – Final orders due**
- **Oct 30th – Final Order Distributed**
- **Nov 8th – Payments Due**
- **Dec 2nd – Spin & Win Celebration!**

COMMIT YOUR UNIT!

*If you have not
registered your unit for
the Popcorn Sale,
please do so today!*

Scan Me



sell

sell

sold; selling

transitive verb

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



Ways to Sell

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.



Storefront Best Practices

One Scout and their Parent - Making \$500/hour a Reality!

Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 6-foot table & banner
- Cash box with small bills.
- Scout should use the restroom before shift.
- Place products highest to lowest.
- NEVER put prices on table.

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- 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 everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.

Scout Pitch

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“Hi, my name is _____ and I’m earning my way
(first name only!)

to _____! Can I count on your support?
(goal for your funds)



★

My favorite flavor is _____. If you don't
(pick one!)

have cash, don't worry, we prefer credit card!”

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.”

Credit Card

Credit is Best for Scouts

- **Safer, easier & higher sales for Scouts!**
- Trail's End pays all fees!
- Ways to accept credit in App:
 - Square Bluetooth - contactless cards, chip cards, Apple Pay & Google Pay
 - Square Swipers: Lighting (Apple) & Headphone jack (Android)
 - Manual Entry (no reader): type card
 - Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!



NEW

Cash to Credit

Parents

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

Leaders

- Use their card and keep the cash.
- Available after shift until 2:59am ET.
- Scouts earn more Rewards.

Products

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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 Best Practices

Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products online.

Customize Page

- Upload a profile picture.
- Write a description - "Tell your customers why they should support Scout fundraising."
- Select your favorite product.

Share

- Share your online fundraising page link with family and friends!
- Use the App to post on social, send emails and texts & generate a QR code.
- Follow-up with customers who have not bought.



wrap up

wrap·up

wrapped up; wrapping up; wraps up

transitive verb

to bring to a usually successful conclusion



Steps

Place Final Order

- Collect undelivered orders from Scouts.
- Go to “Popcorn Orders” page in Leader Portal.
- The system will highlight shortages using App sales and previous Unit orders.



Submit Rewards

- Submit Unit’s Rewards order when ready.
- Amazon eGift Cards will release 5 days later for Scouts to claim in App.
- Submit again for Scouts that sell more and earn a bigger eGift Card.

Request Unit Payout

- Go to Account Summary page in Leader Portal.
- Ensure Unit Invoice is paid.
- How to request payout:
 - Enter the Unit’s bank account on Unit Info page.
 - Click Request Payout.



Support

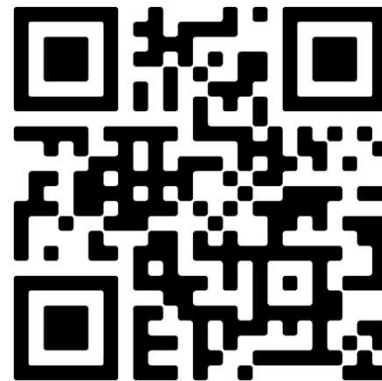
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Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



Email:
support@trails-end.com



Facebook Group

Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.

Council Support

Soul Ruiz

- Council Admin
- soul.ruiz@scouting.org

Brian Galleano

- Council Kernel
- briangalleano@gmail.com

Popcorn Page:

<http://www.ciecbasa.org/support-scouting/popcorn-sales/9957>

More Support....

Trail's End[®]
Scout Fundraising

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Orders & Distribution



Mid-Size Car



20 Cases



Small SUV



40 Cases



Crossover



40 Cases



Mini-Van



60 Cases



Large SUV



70 Cases



Full-Size Van



70 Cases

**The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.*

The text "Thank You!" is centered on the page in a large, white, sans-serif font. The background is a dark blue with a repeating pattern of white line-art illustrations of a forest scene, including mountains, trees, tents, and a campfire.

Thank You!