



How to Fund Your Scouting Program Social Distancing with Trail's End Online Direct

Benefits of Trail's End Online Direct

- Safe for Scouts – fundraise from the safety of home.
- No handling of products or cash – all credit.
- Scouts earn DOUBLE POINTS in Trail's End Rewards.
- Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*
- Traditional products at traditional retail prices, plus additional Online Direct products.
- Managed completely by Scouts with the Trail's End App.

How Does Online Direct Work?

- Two Ways for Scouts to Sell from the Trail's End App:
 - Share their personalized fundraising page via Social Media, Email, Text and more.
 - Record orders directly in Online Direct, great for face-to-face selling.
- Trail's End ships products to customers, and unit never handles products or cash.

STEP **1** Determine Your Unit and Scouts' Goals

- Define the budgeted cost of your unit's annual program.
 - Include: dues, advancement, unit events, campouts, summer camp, etc.
- Determine your unit & per Scout sales goals based on a 35%** unit commission.

STEP **2** For Scouts: How to Sell \$1,000 Social Distancing in 8 Hours

- Text MYPLAN to 62771 to download.
 - 4 hours: 15+ orders from friends & family.
 - 4 hours: 15+ orders from their local neighborhood(s).

STEP **3** Host a Virtual Kickoff (Zoom or similar software.)

- Agenda:
 - How the money raised benefits each Scout family
 - Unit & Scout sales goals
 - How to Sell \$1,000 Social Distancing in 8 Hours (PDF)
 - Everyone downloads the Trail's End App! Text APP to 62771.
 - Trail's End Rewards
 - Unit specific promotions (optional)
 - Key dates for your sale
- Request they join the Trail's End Scout Facebook Group to get questions answered & selling tips!
- Text KICKOFF to 62771 to download the presentation template!

STEP **4** Weekly Check-Ins

- Follow up with Scouts weekly to ensure progress toward their goals.
- Create fun, weekly incentives to keep Scouts engaged.

WHY POPCORN?

Trail's End[®]



Fundraising with Popcorn Helps Scouts



Become
Decision Makers



Learn Money
Management



Become
Goal Setters



Develop
Business Ethics



Become Future
Entrepreneurs



Learn People
Skills

Benefits for Scouts...

- Over 73% supports our local Scouts**
- Personal growth program with BSA advancement opportunities
- Earn Amazon.com Gift Cards
 - Millions of prize choices
 - Scouts buy prizes they want

Scouts Learn...

- How to help others around them
- Points of the Scout Law
- How to earn their own way in Scouting
- How to be part of something bigger
- The value of hardwork
- To develop lifelong skills

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!

HOW IT WORKS

TWO WAYS TO SELL with the TE APP



SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media.
2. Customers click you 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.