



2022 District Kernel Training

Longhorn
Council





2022 Product Mix



70% back to local kids

KETTLE CORN & WHITE CHEDDAR GIFT BOX *New*

\$45 Over \$29 to local kids*



CHOCOLATEY PRETZELS

\$25 Over \$16 to local kids*



SALTED CARAMEL

\$25 Over \$18 to local kids*



WHITE CHEDDAR

\$25 Over \$16 to local kids*



SWEET AND SALTY KETTLE CORN

\$25 Over \$16 to local kids*



BLAZIN' HOT

\$20 Over \$12 to local kids*



12PK UNBELIEVABLE BUTTER MICROWAVE

\$25 Over \$16 to local kids*



POPPING CORN

\$15 Over \$11 to local kids*



CARAMEL CORN

\$15 Over \$11 to local kids*



Trail's End®



SHOW YOUR SUPPORT WITH A DONATION TO HEROES AND HELPERS!

Send a gift of popcorn to our first responders, troops at-home or overseas, veterans, military families, local food banks, and charitable organizations.

Donation Levels:

\$50 \$30 \$1 Custom amount

Visit trails-end.com/terms for details.

More products available
through online direct APP.



trails-end.com/store

Additional Online Products *



**Campfire Blend
Coffee K-Cups**
32 cups



**Honey Roasted
Peanuts**



Salted Peanuts



**Original
Beef Jerky**



**Dark Chocolate
Salted Caramels**



**Frosted Snowflake
Pretzels**



**Peppermint
Bark**

* Some of these items could be impacted by supply chain.



Unit Commission



Longhorn Council Commissions



- All online sales earn 30% commission.
- 34% base rate for all traditional sales (Show-N-Sell and Take Order/Door-to-Door).
- Units can earn up to 38% in commission.
- Commission details to be shared during the council kickoffs on 7/30.




Storefront Selling



Trail's End Storefronts












Jared Shepherd

Pack 15
Timpanogos
Crossroads of the West Council

▼


-  Dashboard
-  Unit Info
-  Training
-  Storefront Management
-  Storefront Reservations

Invite Your Scouts




ORDER POPCORN

GOAL PROGRESS



SET A GOAL!

\$0 

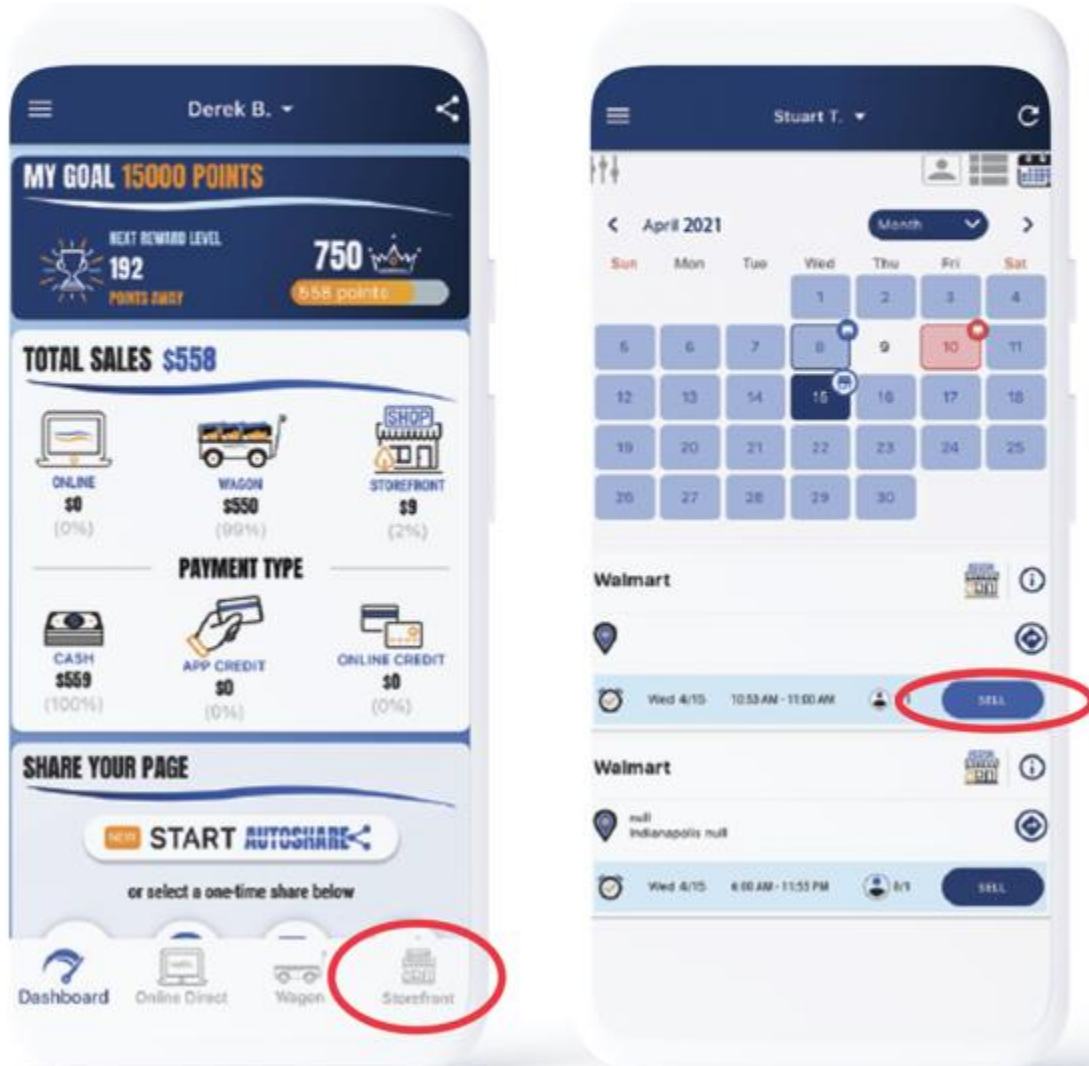
\$0

KEEP ON PUSHIN!
YOUR UNIT HAS MET THEIR GOAL

TOTAL SCOUTS



Trail's End Storefront Scheduling



Trail's End has booked top retailers FOR YOU!
(Examples: Lowe's, Walmart, your largest grocery chains)

Your unit doesn't have to spend time booking stores

Trail's End has pre-loaded top selling Units and their stores into system

Easily managed thru Leader Portal & the App

Trail's End Storefront Scheduling



- Top selling units will have access to claiming initial storefront shifts within their districts before all other units.
- After a few days, units of all selling levels will be able to select storefront shifts.
- Initial selections are confined within the district; then units will be able to select any location council-wide.
- Stay tuned for details on when the storefront system will open for selections...

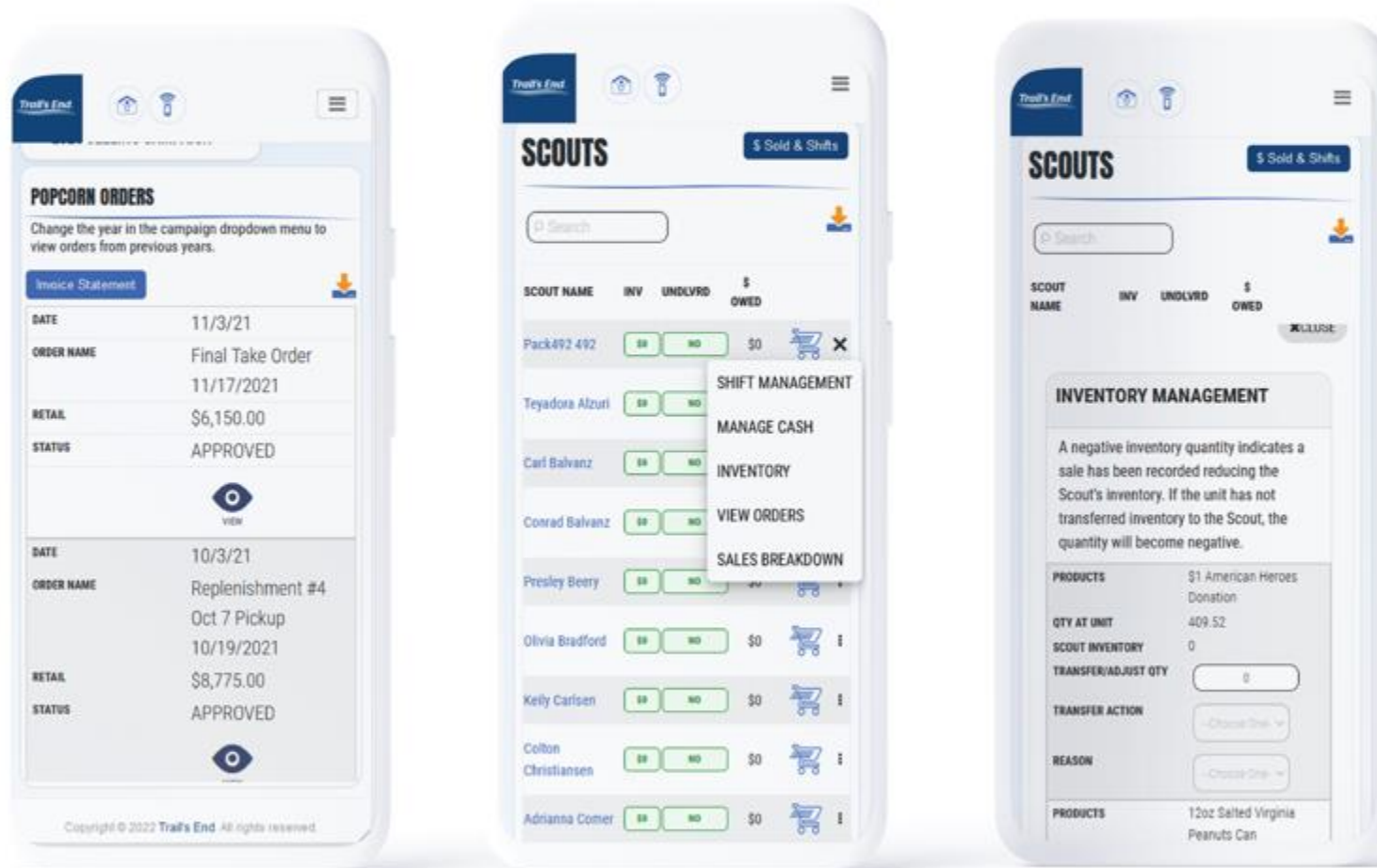


2022 Trail's End Tech



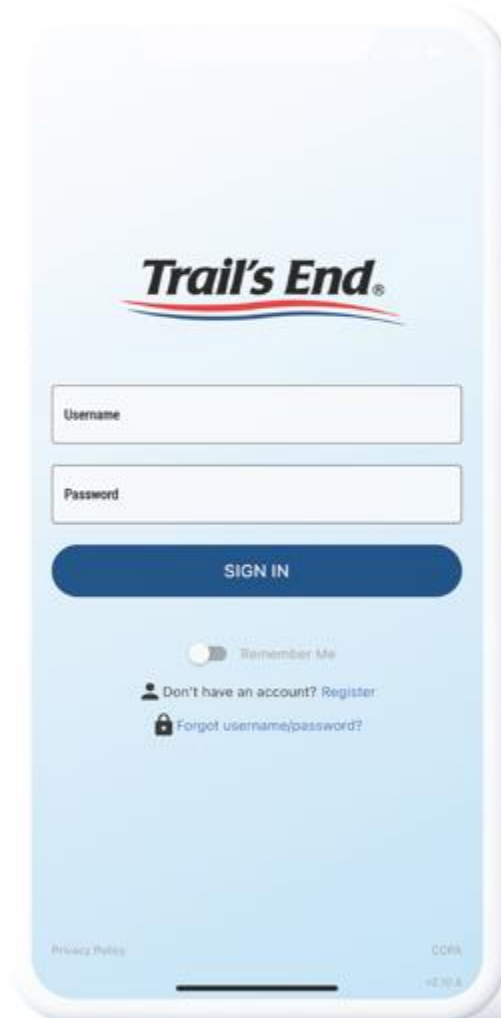
- The Unit Leader Portal is now mobile friendly where Units can access the portal while at a storefront or on the go.
- Units can manage their entire sale from their phone.

Unit Leader Portal



All functionality built for mobile.

Trail's End App



AVAILABLE IN THE APPLE OR GOOGLE PLAY STORE

TEXT APP TO 62771 TO DOWNLOAD.

Required to Register:

- Council
- District
- Unit

1 Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit."

2 Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

Multiple Kids?

- Each kid must have their own registered account, even siblings.
- The same email can be used for multiple accounts.
- Toggle between accounts within the app by clicking the name dropdown at the top of the screen.

Trail's End App



ACCEPTING CREDIT CARDS

Everyone can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

Manual Entry (no reader)

Type in the customer's card information.

Magstripe Reader (Android)

Swipe reader plugs into headphone jack.

Lightning Reader (Apple)

Swipe reader plugs into lightning jack.

Bluetooth Reader

Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC (contactless) cards.

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.





Rewards



TRAIL'S END REWARDS*

KIDS BUY THE PRIZES THEY WANT WHEN THEY EARN AMAZON.COM GIFT CARDS

WHY DO KIDS LOVE TRAIL'S END REWARDS?

- Kids get to buy the prizes they want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
- No collecting orders from families or distributing prizes.
- Simplified sale management.
- The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when kids sell with the App and online.
- It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
- Trail's End helps train and motivate kids through the App.
- Leaders can wrap up the fundraiser and get back to Unit adventures faster!

* Council participation may vary. Participation indicates asset to program terms at: <https://www.trails-end.com/terms>

POINTS	GIFT CARD
17,500	10% <small>of total sale</small>
15,00	\$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
1250	\$40
1,000	\$30
750	\$20
500	\$10

Earn More! Earn Easier! No need to write in orders!

1.25 PTS Per \$1 Sold App Credit / Debit Card (Wagon and Storefront)

1PT Per \$1 Sold Cash and Online Direct

Longhorn Council Prizes



- Additional Scout incentives will be offered at lower sales levels.
- Prizes and sales thresholds being finalized over the next couple weeks.
- Details to be shared during the council kickoffs on 7/30.



2022 Popcorn Returns and Replenishment Process



Longhorn Council Dates



2022 Popcorn Calendar

- April 11th Begins Early Unit Popcorn sign-up available
- June 14th District Kernel Training 6pm
- Saturday, July 30th Popcorn Kickoff North 9am and South 2pm
- Sunday, August 7th Show-N- Sell Orders due by 11:59 PM
- August 25th, 26th 27th Show-N-Sell Distribution
- August 28th- October 2nd Weekly Replacements Orders due by 11:59 (each Sunday)
- September 2nd- October 7th Weekly Popcorn Replenishment Pick-up
- October 7th, 8th Popcorn Returns (8% of total original order)
- Sunday, October 16th Take Orders due by 11:59 PM
- November 4th, 5th Take Order Distribution
- Monday, November 14th Popcorn Money Due (Prizes when account is zero)

Longhorn Council Replenishment



- Replenishment orders will begin the week of Aug 28.
- Unit orders due to the council by 11:59pm Sunday. No exceptions.
- Product will be picked up on Friday of that week.
- Northern units will be at Driveline Retail Merchandising , 700 Freeport Pkwy, Coppell, TX 75019. Hours TBD.
- Southern units will have access to the “Popcorn Warehouse on Wheels” on Fridays. Location(s) of pickup will be finalized by the July kickoffs.



2022 Trail's End Trainings



Trail's End Webinars



- Registration site is open for training!
- New and existing unit kernels are encouraged to attend.
- First session launches on July 9.

Register at:

<https://www.trails-end.com/webinars>





Thank you!