

DISCOVER NEW ADVENTURES

Scout Guide



Welcome to the **Trail's End Popcorn Sale!** Trail's End has supported Scouts like you for over 35 years. We were the first national fundraising partner with the Boy Scouts of America®, and have helped Scouts and their units raise more than \$4 billion to support their adventures. Are you ready to fund your Scouting adventures? Let's get started!

SELL ONLINE!

Raise More Money in Less Time with Less Effort

Online Prize Programs

- Scouts earn 5% back on Amazon e-gift card, once \$300 in online sales is recorded

Raise More Money

- Average Online Sale in 2016 was \$62 vs. \$18 selling face-to-face
- Amount Returned to Scouting increased by 49% vs. 2015

Technology Makes Selling Easy

- Register an online account and personalize it with your fundraising bio, Scouting photos + videos, and more
- Your personalized webpage can easily be shared with family and friends via email, text message, and social media

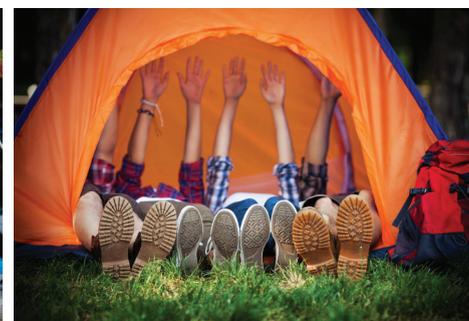


NEW in 2017!

- Sales notifications delivered by email, web, and text message
- Sales leaderboard so you can see where you rank compared to Scouts around the country
- Additional Scout dashboard and account enhancements made to help you hit your goal
- Exciting products and promotions added throughout the year

Start your adventure by registering today at Trails-End.com!

Text **SCOUT** to 62771 to join our text message program.



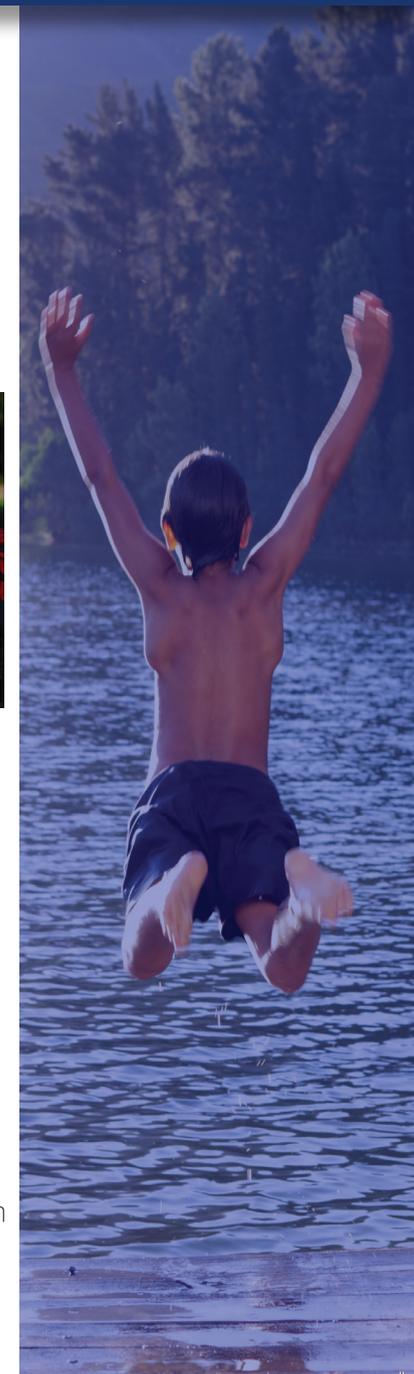
NEW SUPERHERO COLLECTION PATCH



Paid for by Trail's End.

Evil villain robot Mega-Corn the Destroyer has come to planet Earth to eat all of the world's popcorn, so Earth has called upon **The Popcorn Squad**, a group of adventurous Scouts with super powers, to stop Mega-Corn before Earth is eradicated of popcorn!

- **Participation Patch** - Sell at least one product
- **One of Each Patch** - Sell one of each product offered by your council
- **Sellers Club Patch** - Sales goal determined by your council
- **Online Patch** - Sell at least one product online
- **Military Patch** - Sell at least one Military Donation
- **Top Seller Patch** - Sales goal determined by your council



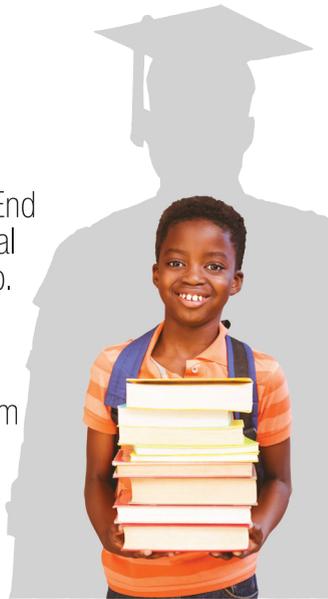
TRAIL'S END SCHOLARSHIP PROGRAM



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

- Once enrolled, 6% of any amount of sales thereafter will go towards the scholarship
- Scouts only have to hit the \$2,500 minimum one time
- **Bonus!** Top 5 Scouts in each region will have an additional 6% go towards their account

Visit Sell.Trails-End.com for full details

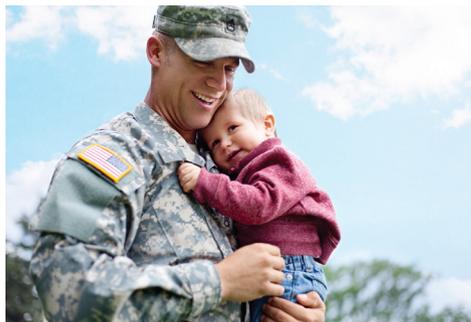


SAFETY FIRST

- **Buddy System:** Always have a buddy or adult with you when selling
- **House Rules:** Politely decline to enter a stranger's house unless an adult is with you
- **Money Matters:** Keep checks and cash in a Trail's End sale envelope with your name on it
- **Road Rules:** Walk on the sidewalk whenever possible and always look both ways when crossing the street
- **Curfew:** Never sell after dark

TOP SELLING TIPS

- **ALWAYS** wear your uniform
- **ALWAYS** smile and introduce yourself
- **ALWAYS** ask your customers if they would like to support Scouting
- **ALWAYS** know the popcorn flavors you are selling
- **ALWAYS** say "Thank You!"



MILITARY DONATION PROGRAM

Your customers can support both you and our military by purchasing a military donation. 70% goes back to Scouting, and a gift of popcorn is sent to military men & women, their families, and veteran organizations.

- To date, more than **\$47 million** in popcorn has been donated to U.S. Troops and veteran organizations
- Over **4,500 tons** of popcorn has been shipped to military bases

DID YOU KNOW?

Scouts that set a goal are twice as likely to fund their entire year of Scouting. **What's your goal?**

HAVE THE BEST SALE EVER!

For more information, videos or helpful tips, visit us at Sell.Trails-End.com. You can also find us on social media and share your adventures with us!

 /TrailsEndPopcorn

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 /TrailsEndSnacks

