San Diego Imperial Council

2020 Fall Sale Updates
SDIC 2019 Popcorn Sales

$1,484,201

Increase of $166,807

Growth over 2018 – 12.7%

Congrats!
### Top Selling Scouts 2019

<table>
<thead>
<tr>
<th>District</th>
<th>Unit #</th>
<th>Scout Name</th>
<th>Total Sales</th>
<th>Gift Card $</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Luis Rey</td>
<td>Troop 739</td>
<td>Damien V</td>
<td>$3,625</td>
<td>$225</td>
</tr>
<tr>
<td>Rancho Mesa</td>
<td>Pack 1209</td>
<td>Riley B</td>
<td>$3,630</td>
<td>$225</td>
</tr>
<tr>
<td>Crossroads</td>
<td>Troop 975</td>
<td>Torin Z</td>
<td>$3,673</td>
<td>$225</td>
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<tr>
<td>Palomar Mountain</td>
<td>Troop 649</td>
<td>Wesley W</td>
<td>$3,679</td>
<td>$225</td>
</tr>
<tr>
<td>Crossroads</td>
<td>Pack 308</td>
<td>Benicio O</td>
<td>$3,725</td>
<td>$225</td>
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<td>Rancho Mesa</td>
<td>Pack 624</td>
<td>David W</td>
<td>$3,752</td>
<td>$225</td>
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<tr>
<td>Rancho Mesa</td>
<td>Pack 624</td>
<td>Robert E</td>
<td>$3,781</td>
<td>$225</td>
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<tr>
<td>San Luis Rey</td>
<td>Troop 739</td>
<td>Phoenix S</td>
<td>$3,875</td>
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<tr>
<td>Rancho Mesa</td>
<td>Pack 685</td>
<td>Wyatt R</td>
<td>$4,000</td>
<td>$225</td>
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<tr>
<td>Rancho San Luis Rey</td>
<td>Pack 789</td>
<td>Jayden S</td>
<td>$4,025</td>
<td>$225</td>
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</table>
## Top Selling Scouts 2019

<table>
<thead>
<tr>
<th>District</th>
<th>Unit #</th>
<th>Scout Name</th>
<th>Total Sales</th>
<th>Gift Card $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palomar</td>
<td>Pack 659</td>
<td>Evan A</td>
<td>$4,098</td>
<td>$225</td>
</tr>
<tr>
<td>Rancho Mesa</td>
<td>Troop 676</td>
<td>Patrick C</td>
<td>$4,208</td>
<td>$225</td>
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<tr>
<td>Sweetwater</td>
<td>Pack 816</td>
<td>Marc E</td>
<td>$5,033</td>
<td>$350</td>
</tr>
<tr>
<td>Rancho San Luis Rey</td>
<td>Troop 713</td>
<td>Connor T</td>
<td>$5,078</td>
<td>$350</td>
</tr>
<tr>
<td>Palomar</td>
<td>Troop 669</td>
<td>William P</td>
<td>$5,190</td>
<td>$350</td>
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</table>
## Top Selling Scouts 2019

<table>
<thead>
<tr>
<th>District</th>
<th>Unit #</th>
<th>Scout Name</th>
<th>Total Sales</th>
<th>Gift Card $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rancho Mesa</td>
<td>Pack 685</td>
<td>Ryan T</td>
<td>$5,194</td>
<td>$350</td>
</tr>
<tr>
<td>Palomar</td>
<td>Pack 692</td>
<td>Braydon W</td>
<td>$5,504</td>
<td>$350</td>
</tr>
<tr>
<td>Rancho San Luis Rey</td>
<td>Pack 752</td>
<td>Logan J</td>
<td>$7,755</td>
<td>$550</td>
</tr>
<tr>
<td>Rancho San Luis Rey</td>
<td>Troop 789</td>
<td>Sean D</td>
<td>$8,030</td>
<td>$550</td>
</tr>
</tbody>
</table>
### Top Selling Scouts 2019

#### #1 Selling Scout

<table>
<thead>
<tr>
<th>District</th>
<th>Unit #</th>
<th>Scout Name</th>
<th>Total Sales</th>
<th>Gift Card $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foothills</td>
<td>Troop 108</td>
<td>Christopher D</td>
<td>$13,565</td>
<td>$800</td>
</tr>
</tbody>
</table>
Pack 928
Foothills
$20,346

Thank you, Jaime Shea!
Troop 709
Palomar
$21,242

Thank you, Sandra Settle!
Pack 108
Foothills
$21,273

Thank you, Faith Thomas!
SDIC Top Selling Units 2019

Troop 108
Foothills
$21,397

Thank you, Merrie DiCroce!
Pack 747
Palomar
$21,665

Thank you, Meredith Hubbard!
Pack 866
Sweetwater
$21,767

Thank you, Martin Brandt!
Pack 692
Palomar
$21,895

Thank you, Brandi Peterson!
Pack 624
Rancho Mesa
$22,099

Thank you, Shona Wigley!
Pack 308
Foothills
$22,200

Thank you, Kevin Sheehan!
Pack 853
Sweetwater
$24,921

Thank you, David Propst!
Pack 614
Rancho Mesa
$25,191

Thank you, Eric Bayona!
Pack 789
Rancho San Luis Rey
$25,357
Thank you, Cassandra Holsten!
Troop 685
Rancho Mesa
$25,980

Thank you, Art Root!
Pack 681
Rancho Mesa
$26,051

Thank you, Perry Hicks!
Pack 346
Foothills
$26,709
Thank you, Adrienne Borden!
Troop 789
Rancho San Luis Rey
$29,053

Thank you, Kevin Hall!
Pack 659
Palomar
$29,070

Thank you, Neil Ashweek!
Pack 383
Foothills
$32,305

Thank you, Anthony Roman!
Pack 299
Coastal Sage
$32,321

Thank you, Dawn DeStefani!
Pack 752
Rancho San Luis Rey
$34,938

Thank you, Christy Lundy!
Pack 362
Foothills
$35,379

Thank you, Molly Myers!
Thank You

San Diego Imperial Units!
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 50+ 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 (i.e., 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
Start Selling Early

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!

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.

Scouts can do ‘Take Order / Pre-Sales’ in July & August
• Sell in the App – take credit cards and earn ‘More Points’ towards your TE Rewards.
• No paper take order form necessary.
• Product to Units in mid August for pre-sales delivery.
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 are READY Now!
Accepting Credit/Debit

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
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!

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!
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!
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 $17 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*
Contains Salt

Caramel Corn
Over $7 to local Scouts*
Contains Salt

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
Trail’s End Storefront Claiming Schedule

Early Access (Units must have sold $10,000+ in 2019)
- July 11th: 1 picks in home District only
- July 12th: 2 picks in home District only

Storefront Launch:
- July 13th: 1 picks in home District only
- July 14th: 2 picks in home District only
- July 15th: 4 picks in home District only
- July 16th (and later): Unlimited Picks, any district in the Council.
Commission & Return Policy

Commission for 2020
• 35% on ALL sales!

Return Policy for 2020
• NEW in 2020 – Multiple Ordering Times (see ‘2020 Key Dates’ slide)
  • Units will have multiple opportunities to order ‘what they need’.

• Amnesty Day – Monday, September 14th
  • All popcorn returned must be in re-sellable condition.
  • NEW - ‘Amnesty Day’ returns must be recorded as ‘Unit Returns’ in the TE Popcorn System.
  • Trail’s End YouTube ‘Unit Returns’ training video available - https://www.youtube.com/watch?v=cd7gMS6nwz0.

• Council ‘Switchboard’ for easy transfer of Product between Units available for 2020
  • NEW – Unit to Unit transfer of product automatically recorded in the TE Popcorn System.
  • Trail’s End YouTube ‘Unit to Unit Transfers’ training video available - https://www.youtube.com/watch?v=R24SwpV_0EQ.

NEW - As of September 15th, no returns will be accepted.
## 2020 Key Popcorn Dates

<table>
<thead>
<tr>
<th>DATE</th>
<th>DAY</th>
<th>WHAT</th>
<th>WHEN</th>
<th>WHERE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ongoing</td>
<td></td>
<td>Trails-End Webinars</td>
<td></td>
<td><a href="https://www.trails-end.com/webinars">https://www.trails-end.com/webinars</a></td>
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<tr>
<td>6/30/2020</td>
<td>Tuesday</td>
<td>Council Kick Off</td>
<td>7:00 PM</td>
<td>Zoom</td>
</tr>
<tr>
<td>July</td>
<td>Various</td>
<td>District Kick Offs/Training</td>
<td>Various</td>
<td>Various</td>
</tr>
<tr>
<td>7/1/2020</td>
<td>Wednesday</td>
<td>Online Direct Sales Begin</td>
<td>Online</td>
<td>Trails End App</td>
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<tr>
<td>7/13/20</td>
<td>Monday</td>
<td>Storefront Reservations Begin</td>
<td>Online</td>
<td>Trails End Unit Leader Portal</td>
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<tr>
<td>8/3/2020</td>
<td>Monday</td>
<td>Online Show &amp; Sell Orders Due to Council</td>
<td>Online</td>
<td><a href="https://www.trails-end.com/">https://www.trails-end.com/</a></td>
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<tr>
<td>8/22/2020</td>
<td>Saturday</td>
<td>Show &amp; Sell Distribution</td>
<td>9am -12 pm</td>
<td>To Be Determined</td>
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<tr>
<td>8/24/2020</td>
<td>Monday</td>
<td>Re-Order Day</td>
<td>by noon</td>
<td>Distribution on 9/4/20</td>
</tr>
<tr>
<td>8/31/2020</td>
<td>Monday</td>
<td>Re-Order Day</td>
<td>by noon</td>
<td>Distribution on 9/11/20</td>
</tr>
<tr>
<td>9/14/2020</td>
<td>Monday</td>
<td><strong>Amnesty Day</strong> - Last day for returns</td>
<td>By 5:00 pm</td>
<td>Council Office</td>
</tr>
<tr>
<td>9/21/2020</td>
<td>Monday</td>
<td>Re-Order Day</td>
<td>by noon</td>
<td>Distribution on 10/2/20</td>
</tr>
<tr>
<td>10/19/20</td>
<td>Monday</td>
<td>Online Take Orders Due to Council <strong>with military donations</strong></td>
<td>Online</td>
<td><a href="https://www.trails-end.com/">https://www.trails-end.com/</a></td>
</tr>
<tr>
<td>11/7/2020</td>
<td>Saturday</td>
<td>Take Order Distribution</td>
<td>9am -12 pm</td>
<td>Council Office</td>
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<tr>
<td>11/16/20</td>
<td>Monday</td>
<td>Unit Close Out</td>
<td>By 5:00 pm</td>
<td>To Be Determined</td>
</tr>
<tr>
<td>December</td>
<td></td>
<td>Top Seller Event</td>
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<td></td>
</tr>
</tbody>
</table>
WHAT NOW?

1. **JOIN** Facebook

2. **REGISTER** for a Webinar

3. **SHARE** Scout Promotions graphic to every Scout Family

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**POPCORN IS AS EASY AS 1 - 2 - 3**
Follow these three steps to be successful in 2020

1. **JOIN** Facebook
   - A community of support for leaders where your questions get answered
   - Text FACEBOOK to 62771 to join
   - www.facebook.com/groups/TIPopcornCommunity

2. **REGISTER** for a Webinar
   - Units that attended a Trails End webinar grew 11.2% on average in 2019
   - Text WEBINAR to 62771 to register
   - www.trails-end.com/webinars

3. **SHARE** the “Scout Promotions” graphic with all your Scout families
   - Text SCOUTPROMOS to 62771 to download

*Units earn 5% of online direct sales as an Amazon.com gift card. July 1 - August 15.*

*Unit must be registered to sell by no later than August 15, 2020 to qualify.
SHARE w/ ALL Scout Families!!

Start Your Popcorn Sale This Summer
with the NEW Online Direct

Safest way for Scouts to sell
- Text APP to 62771 to download the app and start today!

Scouts earn DOUBLe POINTS for Trail's End Rewards
- Text REWARDS to 62771 to download the prize flyer!

Free Shipping Promotions
- Free Shipping July 3 - 5 on ALL orders!

Scout Webinars
- Learn best practices, tips, and tricks from some of the Top Selling Scouts in the Nation.
- Text WEBINAR to 62771 to register!
Thank You!