



# REGISTRATION

- 🕒 Register your Unit. New Kernel's will receive their username via email once approved by their Council.



**GETTING STARTED IS EASY!  
REGISTER TODAY!**

[trails-end.com/unit-registration](https://trails-end.com/unit-registration)

# 2023 KERNEL GUIDE

## Prepare.

- Encourage all Scouts to download and setup the Trail's End App (for Scouts only)
  - Did You Know? The Trail's End App allows your Scouts to process a credit card without any fees! Scout accounts will appear on the Unit Leader Dashboard for you to easily manage.*
- Complete Unit Leader Planner
- Attend Popcorn Kickoff
- Secure storefront locations
- Sign up for Trail's End Webinar
- Join the Facebook group

## Sell.

- Encourage early sales
- Place popcorn order with Council
- Distribute popcorn and ensure deliveries
- Communicate & keep families informed

## Wrap up.

- Submit Scout rewards
  - Pro Tip, submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!*
- Pay Council invoice or request a payout
- Celebrate your success!

# IN-PERSON PRODUCTS

It's simple, give customers what they like, and they buy more!



**CHECK OUT WHAT'S NEW!  
THE 2023 PRODUCT LINEUP!\***

[bit.ly/Product-Lineup](https://bit.ly/Product-Lineup)



**ALLERGEN &  
NUTRITIONAL FACTS**

[trails-end.com/nutrition](https://trails-end.com/nutrition)

\*Council's select their own product mix.

# RESOURCES

- 🕒 Both seasoned and new Kernels benefit from attending a webinar. A recording will be found under Training Resources.



**VIEW THE FULL SCHEDULE  
& REGISTER HERE**

[trails-end.com/webinars](https://trails-end.com/webinars)

- 🕒 Stay connected with other Unit Leaders across the nation through Trail's End Popcorn Community.



**SEE WHAT OTHERS ARE  
SHARING & SAYING NOW!**

[facebook.com/groups/TEPopcornCommunity](https://facebook.com/groups/TEPopcornCommunity)

- 🕒 Communicate with and keep your Scout families informed with the Scout Parent Guide.



**TIPS & TRICKS FOR  
YOUR SCOUTS!**

[bit.ly/Scout-Parent-Guide](https://bit.ly/Scout-Parent-Guide)

# PLANNING

- 🕒 Leverage the Trail's End Unit Leader Planner to help hit your goals.



**PLAN YOUR IDEAL  
YEAR OF SCOUTING!**

[bit.ly/UL-Planner](https://bit.ly/UL-Planner)

- 🕒 Plan your Unit Kickoff!



**DOWNLOAD THE 2023 UNIT  
KICKOFF POWERPOINT NOW!**

[trails-end.com/leaders/training](https://trails-end.com/leaders/training)

# UNIT LEADER PORTAL

- 🕒 Unit Housekeeping, Goal Setting, Sales Reports, Inventory, Training, Storefront Management



**THE ONE-STOP-SHOP FOR  
MANAGING YOUR SALE!**

[trails-end.com/leaders](https://trails-end.com/leaders)

# REWARDS

Scouts earn points towards an Amazon.com e-Gift Card when they record their sales in the Trail's End App. They choose the prize they want!

**1.25 PTS PER \$1 SOLD**

APP CREDIT / DEBIT CARD & ONLINE DIRECT

**1 PT PER \$1 SOLD**

CASH



*Did You Know?! 1,750 points (approximately \$1,500 in sales) helps fund most Scouts' Year of Scouting which includes registration fees, handbook, uniform, Pack dues, camp, Scout Life magazine and much more. Plus, Scouts earn a \$60 Amazon.com e-gift card!\**



**EARN MORE EASIER!**

[trails-end.com/rewards](https://trails-end.com/rewards)

POINTS	GIFT CARD
17,500	10% of total sale
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
<b>1,750</b>	<b>\$60</b>
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.

*\*Based on average Council program. May vary in your Council.*

# MULTIPLE WAYS TO SELL

*Did You Know? Scouts that sell **BOTH** in-person and online average **90% MORE** than Scouts that sell only in-person, and **5X MORE** than those that sell only online!*

- 🕒 **Online Direct:** Sell online & ship directly to customers
- 🏪 **Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders  
*Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!*

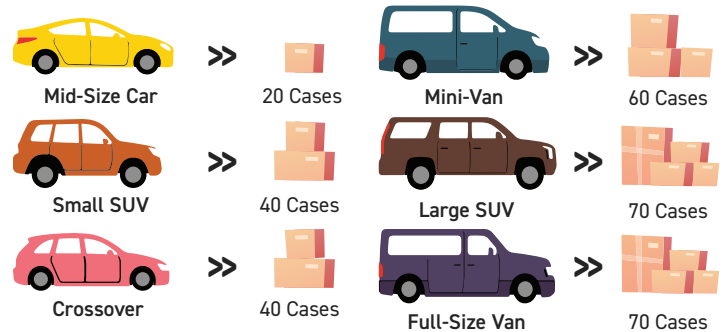


**LEARN HOW TO RESERVE WITH OUR STOREFRONT GUIDE!**

[bit.ly/Storefront-Guide](https://bit.ly/Storefront-Guide)

- 🚐 **Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision).

# DISTRIBUTION



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

# TRAIL'S END APP

- 🕒 **Monitor Real-Time Sales, Inventory, and Storefront Coverage.**

*Did You Know? When your Scouts use the App, you can monitor the sale in real-time!*



**HAVE YOUR SCOUTS DOWNLOAD THE APP & START THEIR ADVENTURE TODAY!**

visit [trails-end.com/app](https://trails-end.com/app) or text APP to 62771 to download



## Trail's End App Credit

- 🕒 **Accept Credit Card transactions directly through the App.**

*Did You Know? Recording Debit/Credit in the app is easy. You earn more Reward points, and Trail's End pays all the fees!*



**Trail's End**™