



**Background** - As many of you know, annual popcorn sales is the primary fundraiser for Pack 3000 to cover the cost of pack activities and awards. In addition, popcorn sales supports the national scouting organization and infrastructure. Roughly 35% of popcorn sales goes directly to Pack 3000. Historically, the average cost per scout after dues is roughly \$135 per year; therefore, each scout needs to sell roughly \$385 in popcorn sales for the pack to break-even. Our goal this year is \$400 in popcorn sales from each scout.

**New Approach for 2020** - Due to COVID-19 safety concerns and because many retail stores are not allowing storefront sales, popcorn sales will be online only and shipped directly this year. In fact, Trails-End is encouraging online sales by offering the full product selection online, offering free shipping promotions, and doubling the reward points for online sales. This year will be easier than ever to drive popcorn sale online by using your smart phone with the Trails-End app. Plus, the entire selling and delivery process will be a touchless experience for scouts and customers.

**Getting Started** - For returning scouts, you are already registered with Trails-End. You can sign in at <https://www.trails-end.com/> with your existing username and password (you can reset your username and password online if needed). For new scouts, once registered, your email will be added to Trails-End. Then, you will receive a system generated welcome email inviting you to login and get started. Next, download and setup the Trails-End app on your smartphone. Heather Maciel is this year's Popcorn Kernel, and she is available to answer any specific setup and user questions. Popcorn sales runs through October 29<sup>th</sup>, so let's get started!

**How It Works** - This year, there will be two ways to sell popcorn online:

1. Share Your Page
  - a. Share your fundraising pager via email, text, or social media
  - b. Customers click on your link to place online orders
  - c. Products ship directly to your customers
2. Take Online Orders Directly
  - a. Pick the product selected by the customers in the app or online
  - b. Take a payment (credit/debit only)
  - c. Products ship directly to your customers

**Be Creative and Do Your Best** - There are a number of simple and creative ways to sell popcorn online. Call family and friends and then provide a link to your individual online store. Prepare fliers and place in neighborhood mailboxes with your contact information to set up an appointment. Set up a "lemonade stand" in your neighborhood and take orders on the spot. Also, dens can decide if they want to organize a den event to sell popcorn together or in teams. It is all up to you. We know you will do your best!

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