

Saluting our First Responders!



BOY SCOUTS OF AMERICA®
CENTRAL FLORIDA COUNCIL

Permit No. 424
Orlando, FL
PAID
U.S. POSTAGE
Nonprofit Org.

Central Florida Council www.cflscouting.org

Central Florida Council
1951 S Orange Blossom Tr
Apopka, FL 32703



2020
POPCORN
CAMPAIGN

OVER 73% SUPPORTS OUR LOCAL SCOUTS*



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*
Contains: Milk



White Cheddar Popcorn
Over \$14 to local Scouts*
Contains: Milk



Honey Roasted Peanuts
Over \$14 to local Scouts*
Contains: Tree Nuts



Salted Virginia Peanuts
Over \$10 to local Scouts*
Contains: Tree Nuts



Unbelievable Butter Popcorn
Over \$10 to local Scouts*



Caramel Corn
Over \$7 to local Scouts*
Contains: Soy

SUPPORT SCOUTS WITH A DONATION TO OUR AMERICAN HEROS!
Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

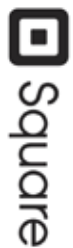


Donation Levels
\$50 **\$30**

EVEN MORE PRODUCTS AVAILABLE WITH ONLINE DIRECT!

SECURE PAYMENT PROCESSING THROUGH SQUARE

TRAIL'S END PAYS ALL CREDIT CARD FEES



\$50 American Heroes Donation
\$30 American Heroes Donation
Cheese Lover's Box
Salted Caramel Popcorn
Blazin' Hot Popcorn
White Cheddar Popcorn
Honey Roasted Peanuts
Salted Virginia Peanuts
Unbelievable Butter Popcorn
Caramel Corn

	NAME	STREET/EMAIL ADDRESS OR PHONE NUMBER	\$50	\$30	\$35	\$25	\$20	\$20	\$20	\$15	\$15	\$10	AMOUNT DUE	P.D.	D.L.V.
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															
11															
12															
13															
14															
15															
TOTAL													\$		

SCOUTS NAME _____
MAKE CHECKS PAYABLE TO: _____
Please direct your popcorn payment to your Pack or Troop.
DELIVERY DATE _____
CUSTOM MIX For more information on our products go to www.trailsend.com/products. *Average return to local councils, units and Scouts based on all Trails End product sales. © 2020 Trails End®, All rights reserved. Packaging shown is not life size and is subject to change.

CREDIT SALES ARE BEST FOR SCOUTS

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT!"

Trail's End pays for all credit card fees!



- Safer – Scouts don't have to handle cash
- Higher Sales – Customers spent 27% more with credit cards vs cash in 2019
- Easier – Parents turn in cash sales with credit/debit payment to their unit
- Hardware – Scouts can accept credit/debit with Square readers or manual entry

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.

ONLINE DIRECT

The safest way of fundraising for Scouts!



Safe for Scouts
Fundraise from
the safety of home.



Product Variety
Traditional products
& prices plus more.**



No Handling
Products ship to your
customers and all sales are credit.

*Council participation in Trail's End Rewards may vary.
**Subject to change.

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

Trail's End®

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 30+ 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 (ie. 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.

BUILD YOUR PLAN TO SELL \$1,000 SOCIAL DISTANCING
Text MYPLAN to 62771 to learn more!

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!

★ POPCORN SALES 2020 ★

CENTRAL FLORIDA COUNCIL

MY GOAL \$

MY PRIZE GOAL

\$5500

PRIZE LEVEL 14

140 Apple iPad
141 Nintendo Switch
142 PLATINUM Camping Bundle



(Includes Pad, Bag, Mess kit, First Aid kit, Buck Knife, Leatherman Knife, Pillow & Tent)

\$4000

PRIZE LEVEL 13

130 RC Mech Cannon
131 Oculus Go
132 Razor Electric Hoverboard
134 \$200 Scout Shop Gift Card



\$3500

PRIZE LEVEL 12

120 Ninja Rope & Ninja Line
122 Razor E90 Electric Scooter
123 Apple Airpods
126 \$150 Scout Shop Gift Card



\$2750

PRIZE LEVEL 11

110 Quadcopter Camera CX
111 Football Table 42"
112 RC Ferrari 1:8
113 Tony Hawk Skateboard Set
115 50L Ultra Light Backpack



\$2000

PRIZE LEVEL 10

100 Emmet's Dream House LEGO Set
101 Nano Space Station
102 RC Jeep Rock Crawler
104 Kindle Fire
106 Leatherman Sidekick



\$1500

PRIZE LEVEL 09

90 Stephanie's Horse Jumping LEGO Set
91 Osprey 13L Daypack
92 D-Dart Foam Blaster
96 Klymit Static V Sleep Pad
99 Mystery Prize H



\$1000

PRIZE LEVEL 08

80 Slime'Licious Factory
81 Hot Wheels Star Wars Starship Set
82 Hovering Target Shooter
84 Mega Slime & Putty Lab
86 Leatherman Squirt Multi-tool



\$850

PRIZE LEVEL 07

69 Emma's Art Studio LEGO Set
72 LEGO City Arctic Crawler
73 Worlds Greatest Magic Show Kit
76 BSA Hammock with Straps
79 Mystery Prize F



Products subject to substitution of equal or greater value.

\$650

PRIZE LEVEL 06

60 Despicable Me Nameplate Builder
61 Point & Shoot to Fly Drone
62 RC Double Roll Stunt Car
65 Be Prepared Rainbow Knife
67 BSA Hammock without Straps



\$550

PRIZE LEVEL 05

50 Soccer Nightball
52 Star Wars Duel on Naboo LEGO Set
54 Rainbow Knife
55 1-2-3 Starter Compass
56 Coleman Stratus Fleece Sleeping Bag (Assorted colors)



\$350

PRIZE LEVEL 04

2483 **SPRING 2021 CUB SCOUT WEEKEND IN THE SPRING OF 2021 AT CAMP LA-NO-CHE (REGISTRATION FEE AND WEEKEND MEAL DEAL)**
2489 **SCOUT BSA WEEKEND EXPERIENCE AT THE 2021 BEAST - AGES 11+ (REGISTRATION FEE AND WEEKEND MEAL DEAL)**

\$350

PRIZE LEVEL 04

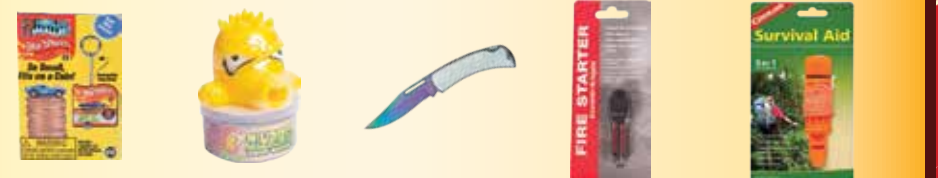
40 Sloth Popper
41 Spy X Invisible Ink
43 Hot Wheels Stunt Action Set
45 4.5" Knife
47 Nite Ize 3 in 1 LED Flashlight



\$225

PRIZE LEVEL 03

31 Hot Wheels Blind Box
33 Slurpees Slime Sucker
35 3" Rainbow Knife
36 Hot Spark Fire Starter
37 Coghlan's 5 in 1 Survival Aid



\$115

PRIZE LEVEL 02

21 Slimeball
22 F-150 Puzzle Motion
23 Spy Glasses
24 Lime Slimey Fruitstations
27 Bristle Bot



SELL 1

PRIZE LEVEL 01

1 Popcorn Patch 2020



PRIZE TOTAL MUST NOT EXCEED SALES LEVEL ACHIEVED. SELECT A SINGLE PRIZE FROM YOUR SALES LEVEL CATEGORY; OR YOU MAY CHOOSE MULTIPLE PRIZES FROM LOWER LEVELS THAT TOTAL YOUR SALES-LEVEL AMOUNT OR LESS.

Products subject to substitution of equal or greater value.

AMERICAN HEROES CAMPAIGN



2020

**SELL 5
SILVER LEVEL
AMERICAN HERO
DONATIONS
& EARN THE
SILVER LEVEL
AMERICAN HERO
PATCH SET**



NAVY



FIRST
RESPONDERS



AIR FORCE



MARINES



ARMY



COAST GUARD

**SELL 5
GOLD LEVEL
AMERICAN HERO
DONATIONS
& EARN THE
GOLD LEVEL
AMERICAN HERO
PATCH SET**



NAVY



FIRST
RESPONDERS



AIR FORCE



MARINES



ARMY



COAST GUARD

ONCE YOU HAVE SOLD AT LEAST (5) SILVER LEVEL AMERICAN HERO DONATION SALES OR (5) GOLD LEVEL AMERICAN HERO DONATION SALES, PLEASE REGISTER AT: POPCORN.CFLSCOUTING.ORG

COUNCIL POPCORN PRIZES



2020

NEW & EXCITING PRIZES!

\$1,000
LEVEL



(2) TICKETS (YOUTH & ADULT) TO FUN SPOT AMERICA
• UNLIMITED RIDE ARMBAND (ALL GO-KARTS, ROLLER COASTERS AND THRILL RIDES (SKYCOASTER NOT INCLUDED)
• TICKETS ARE VALID ONE-DAY AT ORLANDO OR KISSIMMEE PARK (EXPIRES 12/31/2021)
• ONE \$5.00 FUN-E-CARD, (USED TOWARDS ANY IN PARK PURCHASE SUCH AS FOOD, ARCADE, SKYCOASTER, ETC.)

\$1,250
LEVEL



(2) TICKETS TO THE TOP SELLER PARTY INCLUDING PRIZES, FOOD, MUSIC & MORE!
PARTY DATE JAN/FEB 2021

\$1,500
LEVEL



(2) TICKETS (YOUTH & ADULT) TO LEGOLAND

\$2,500
LEVEL



ANDRETTI EXPERIENCE (LEVEL A)

\$3,500
LEVEL



ANDRETTI EXPERIENCE (LEVEL B)

\$5,000
LEVEL



ANDRETTI EXPERIENCE (LEVEL C)

POPCORN.CFLSCOUTING.ORG