



2021 POPCORN CAMPAIGN



Helping you earn your own way to camp...

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

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

Central Florida Council www.cflscouting.org



BOY SCOUTS OF AMERICA®
CENTRAL FLORIDA COUNCIL

Trail's End® REWARDS

Collect points to earn **amazon.com** Gift Cards
and choose the prize **YOU** want!

1.5PTS
1PT

PER EVERY \$1 SOLD
**ONLINE DIRECT
& CREDIT/DEBIT**
PER EVERY \$1 SOLD
CASH

NO LIMIT! Earn 17,500 pts or more and receive an Amazon.com Gift Card worth 10% of your total pts

VISIT THE APP TO SEE EVEN MORE LEVELS & REWARD IDEAS



7,500 pts
Earn an **\$550**
Amazon.com Gift Card

REWARD IDEAS



2,000 pts
Earn a **\$70**
Amazon.com Gift Card

REWARD IDEAS



6,000 pts
Earn a **\$450**
Amazon.com Gift Card

REWARD IDEAS



1,750 pts
Earn a **\$60**
Amazon.com Gift Card

REWARD IDEAS



5,000 pts
Earn a **\$350**
Amazon.com Gift Card

REWARD IDEAS



1,500 pts
Earn a **\$50**
Amazon.com Gift Card

REWARD IDEAS



4,000 pts
Earn a **\$250**
Amazon.com Gift Card

REWARD IDEAS



1,250 pts
Earn a **\$40**
Amazon.com Gift Card

REWARD IDEAS



3,500 pts
Earn a **\$200**
Amazon.com Gift Card

REWARD IDEAS



1,000 pts
Earn a **\$30**
Amazon.com Gift Card

REWARD IDEAS



3,000 pts
Earn a **\$150**
Amazon.com Gift Card

REWARD IDEAS



750 pts
Earn a **\$20**
Amazon.com Gift Card

REWARD IDEAS



2,500 pts
Earn a **\$100**
Amazon.com Gift Card

REWARD IDEAS



500 pts
Earn a **\$10**
Amazon.com Gift Card

REWARD IDEAS



SIGN IN & SET YOUR GOAL

Text APP to 62771 to download the app

The displayed prizes above are not delivered by Trail's End. These are suggested prizes or prize ideas to be purchased with your Amazon.com Gift Card if available. Participation indicates asset to program terms at <https://www.trails-end.com/terms>.



CREDIT SALES ARE BEST

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

Trail's End pays for all credit card fees!



- **Bigger Rewards** – Earn 1.5pts per \$1 sold in the Trail's End App
- **Safer** – "Text to Pay" allows for socially distant payments! No cash handling!
- **Higher Sales** – Customers spent 27% more with credit cards vs cash in 2019
- **Hardware** – 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

Virtual Fundraising is safest for kids!



Safe for Kids
Fundraise from
the safety of
home.



Product Variety
Even MORE products
to choose from.



No Handling
Products ship directly
to your customers.



Trail's End Rewards*
Earn MORE when
you sell Online Direct.

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

HOW IT WORKS

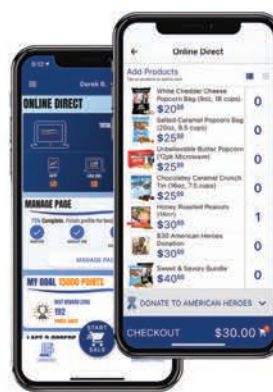
TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

VIRTUAL STORE



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

KID RECORDED



1. Record customer orders in the Trail's End App
2. Take payment (credit/debit only)
"Text to Pay" feature for socially distant payments!
3. Products ship to your customers

EVERYTHING YOU NEED TO KNOW ABOUT THE APP!
Text APPGUIDE to 62771 to learn more!

Trail's End®

Fund Your Entire Year! **How to Sell Over \$1,000 in Under 8 Hours**

**5
MINS**

PERSONALIZE. Download the Trail's End App, register an account if you don't already have one, and personalize your account. Set a goal, add pictures, and a short bio telling customers why you're fundraising.

**10
MINS**

ONLINE DIRECT. Utilize the new Autosshare feature of the Trail's End App to ask your prior customers and phone contacts to support your adventures again this year. You can choose from one-time, 30-day, 60-day, and 90-day sharing campaigns that include email(s) and/or text message(s). Trail's End does the work for you, and the average customer orders over \$65 when they order Online Direct!

Pro Tip: Share your fundraising page through social media, and tag your family and friends.

**\$65
x 5
\$325**

**4
HOURS**

STOREFRONTS. Sign up and sell for at least 4 storefront hours in the Trail's End App. The average Scout sells over \$125/hr at storefronts!

Pro Tip: Make the most of your storefront time by working with only one Scout and parent per shift.

**\$125
x 4 hr
\$500**

**3
HOURS**

WAGON SALES. Go door-to-door in your neighborhood, with or without product, and ask your neighbors for their support. Scouts sell over \$100/hr on average!

Pro Tip: Wear your uniform, and practice your popcorn sales speech.

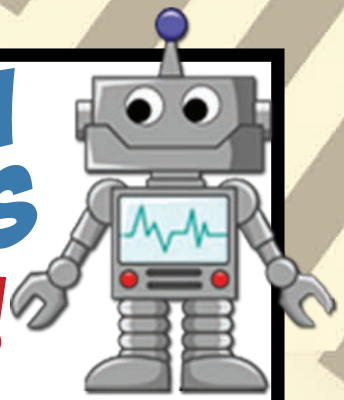
**\$100
x 3 hr
\$300**

TOTAL SALES \$1,125



2021 POPCORN COUNCIL PRIZES

CHECK THESE OUT!



\$1,000 LEVEL



- (2) TICKETS (ONE YOUTH & ONE ADULT) TO FUN SPOT ORLANDO
- UNLIMITED RIDE ARMBAND (ALL GO-KARTS, ROLLER COASTERS AND THRILL RIDES. SKYCOASTER NOT INCLUDED)
- TICKETS ARE VALID AT ORLANDO OR KISSIMMEE PARKS (EXPIRES 12/31/2022)
- \$5.00 FUN-E-CARD, (USED TOWARDS ANY IN PARK PURCHASE)

\$1,250 LEVEL



- (2) TICKETS (ONE YOUTH & ONE ADULT) TO THE TOP SELLER PARTY INCLUDING PRIZES, FOOD, MUSIC & MORE!

- PARTY DATE JAN/FEB 2022



\$1,500 LEVEL



- (2) DRY ADMISSION TICKETS (ONE YOUTH & ONE ADULT) TO LEGOLAND

\$2,500 LEVEL



- (4) COMBO (DRY/WATERPARK) ADMISSION TICKETS TO LEGOLAND

\$3,500 LEVEL



- (2) MULTI-DAY ADMISSION TICKETS (ONE YOUTH & ONE ADULT) TO KSC TO USE ALL YEAR. ONE TIME USE FREE PARKING VOUCHER.

\$5,000 LEVEL

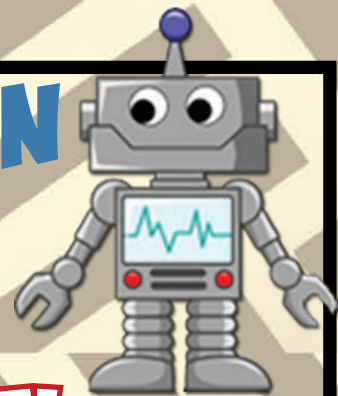


- (2) TICKETS TO UNIVERSAL STUDIOS ORLANDO (ONE YOUTH & ONE ADULT)

POPCORN.CFLSCOUTING.ORG



2021 AMERICAN HEROES CAMPAIGN



CHECK THESE OUT!

**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**

Trail's End®

Fund Your Entire Year!

You Can Sell Over \$1,000* in Under 8 Hours
& Earn More with Trail's End Rewards

Text APP to 62771 to

DOWNLOAD THE APP & START SELLING TODAY



Download on the
App Store



GET IT ON
Google Play

It only takes ONE MINUTE to register an account!



Accept Debit & Credit
Cards for FREE!
No Reader Required.



Each Kid 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!

Fundraising with Popcorn Helps Kids



Become
Decision Makers



Learn Money
Management



Become
Goal Setters



Develop
Business Ethics



Become Future
Entrepreneurs



Learn People
Skills

Popcorn Pays For...

- Campouts, Camp Upkeep & Adventures
- Annual Dues & Recharter
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

They Learn...

- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hardwork
- To Help Others Around Them
- To Be Part of Something Bigger

JOIN THE TRAIL'S END PARENT FACEBOOK GROUP

GET ANSWERS TO QUESTIONS AND TIPS ON SELLING

Text PARENTFB to 62771 to join!

*Based on national averages. Individual Scout sales may vary.



\$40

NEW!

Sweet & Savory Collection

Over \$29 to local kids*

Contains Milk

- White Cheddar Popcorn
 - Salted Caramel Popcorn
- Comes in a gift box.



\$25

NEW!

Milk Chocolate Pretzels

Over \$18 to local kids*

Contains Milk, Soy and Wheat



\$25

Salted Caramel Popcorn

Over \$18 to local kids*

Contains Milk and Soy



\$20

12pk Unbelievable Butter™ Microwave Popcorn

Over \$14 to local kids*

Contains Milk



\$20

BIG BAG

White Cheddar Popcorn

Over \$14 to local kids*

Contains Milk



\$20

NEW!

Sweet & Salty Kettle Corn

Over \$14 to local kids*



\$20

Honey Roasted Peanuts

Over \$14 to local kids*



\$15

Salted Peanuts

Over \$10 to local kids*



\$15

Popping Corn Jar

Over \$10 to local kids*



\$10

Caramel Corn

Over \$7 to local kids*

EVEN MORE PRODUCTS AVAILABLE THROUGH ONLINE DIRECT IN THE APP!



Donation Levels:

\$50 \$30

SHOW YOUR SUPPORT WITH A DONATION TO AMERICAN HEROES!

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.



- \$50 American Heroes Donation
- \$30 American Heroes Donation
- Sweet & Savory Collection
- Chocolate Pretzels
- Salted Caramel Popcorn
- 12pk Unb. Butter Microwave
- White Cheddar Popcorn
- Sweet & Salty Kettle Corn
- Honey Roasted Peanuts
- Salted Peanuts
- Popping Corn
- Caramel Corn

SECURE PAYMENT PROCESSING THROUGH SQUARE

TRAIL'S END PAYS ALL CREDIT CARD FEES

	NAME	STREET/EMAIL ADDRESS OR PHONE NUMBER	\$50	\$30	\$40	\$25	\$25	\$20	\$20	\$20	\$20	\$15	\$15	\$10	AMOUNT DUE	Pd.	Day
1																	
2																	
3																	
4																	
5																	
6																	
7																	
8																	
9																	
10																	
11																	
12																	
13																	
14																	
15																	
TOTAL															\$		

KID'S NAME _____

MAKE CHECKS PAYABLE TO: _____ Please direct your popcorn payment to your unit.