

70% BACK TO FUTURE LEADERS*

CHOCOLATEY
PRETZELS
\$30



HONEY ROASTED
PEANUTS
\$25



UNBELIEVABLE BUTTER
MICROWAVE POPCORN
\$25



NEW!
28PK SNACK PACK
SEA SALT POPCORN
\$50



NEW!
S'MORES
POPCORN
\$25



SALTED CARAMEL
CORN
\$25



**IMPROVED
FLAVOR!**
WHITE CHEDDAR
POPCORN
\$20



POPPING CORN
\$15



SWEET & SALTY
KETTLE CORN
\$15



Product images are for illustration purposes only. Actual product shape and color may vary. Products, pricing and specifications subject to availability and change without notice.
*Amount donated to Future Leaders is calculated based on the Trail's End Return to Kids, see trails-end.com/terms for more details.

Parent Tip: Instead of paying your Unit Leader cash from Wagon sales, easily pay them with credit card through the PAY NOW feature in the Trail's End App and simply keep the cash! Trail's End pays all credit card processing fees and parents earn points from their credit card company!*

NAME	STREET/EMAIL ADDRESS /PHONE NUMBER	NUMBER OF PACKAGES ORDERED										AMOUNT DUE	DAYS	PAID	
		\$50 CASH	\$30 CASH	\$5 CUSTOM AMOUNT	\$50 CASH	\$30 CASH	\$25 CASH	\$25 CASH	\$25 CASH	\$20 CASH	\$15 CASH				
1															
2															
3															
4															
5															
6															
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14															
15															
16															
17															
18															
19															
20															
											GRAND TOTAL		\$		

*Depending on your credit card company's point program. Pay Now doesn't count towards credit card points in the Rewards program.

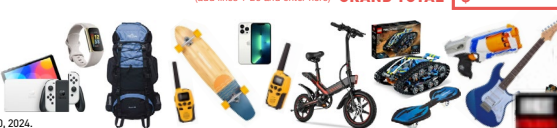
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GRAND TOTAL

\$



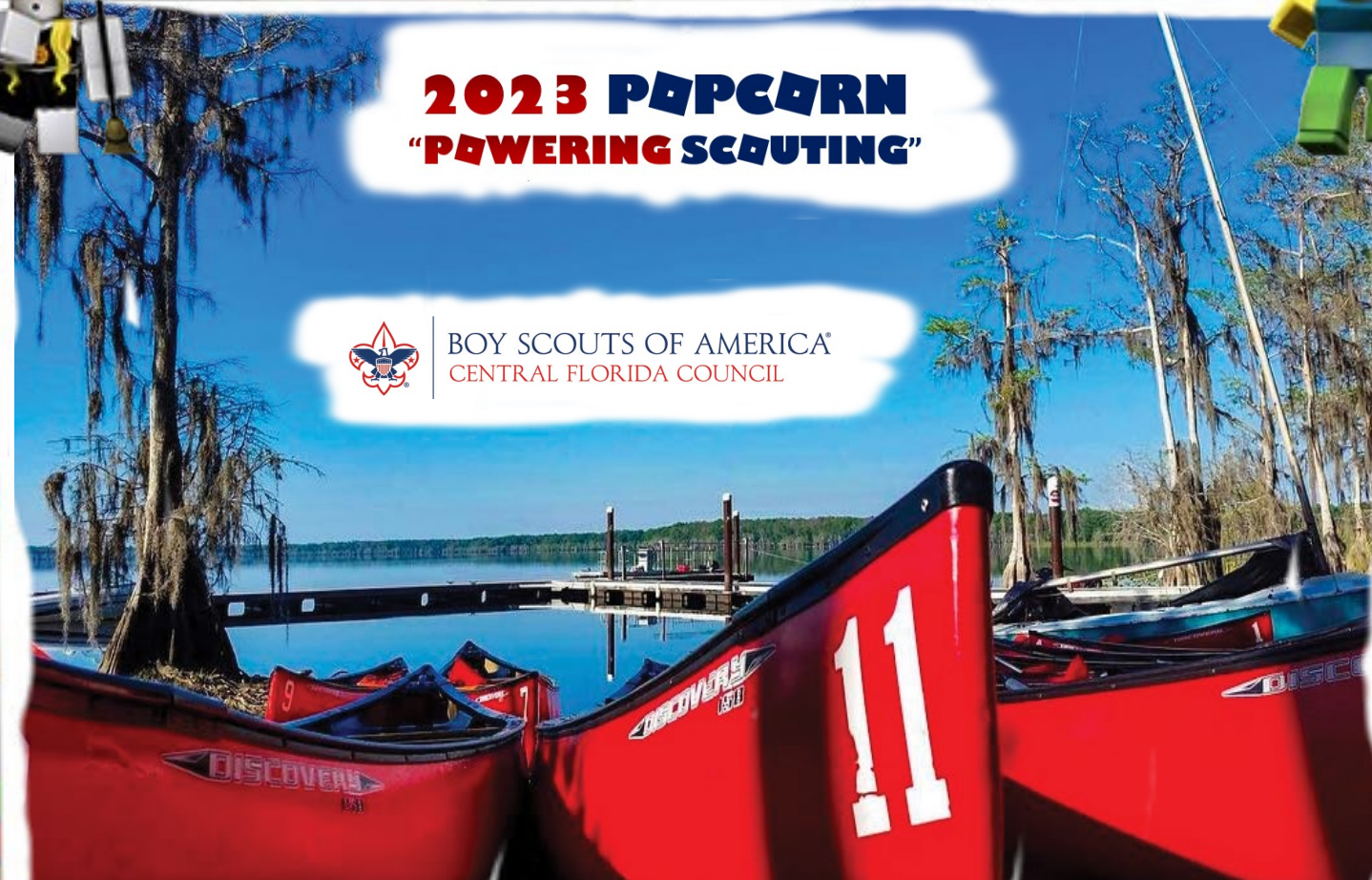
EARN MORE EASIER!
1.25 PTS Per \$1 Sold App Credit/Debit Card
& Online Direct
1 PT Per \$1 Sold Cash
Rewards earned in 2023 must be claimed in the App by the Scout by June 30, 2024.



2023 POPCORN "POWERING SCOUTING"



BOY SCOUTS OF AMERICA
CENTRAL FLORIDA COUNCIL



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

Central Florida Council
1951 South Orange Blossom Trail
Apopka, FL 32703

Central Florida Council www.cflscouting.org popcorn.cflscouting.org www.trails-end.com

CELEBRATING CENTRAL FLORIDA COUNCIL'S
100 YEARS





Trail's End™

REWARDS

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

Did You Know? Set your goal for \$1,500 to help fund your year of Scouting!



1.25 PTS PER \$1 SOLD

APP CREDIT / DEBIT CARD & ONLINE DIRECT

1 PT PER \$1 SOLD

CASH



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
1,750	Fund Your Year of Scouting!	\$60
1,500		\$50
1,250		\$40
1,000		\$30
750		\$20
500		\$10



EARN MORE! EASIER!

Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transactions fees.

Rewards must be claimed by June 30th

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*Based on National Average of 50% Credit Sales.



SCOUT PARENT GUIDE

2023 Popcorn Sale

Sale Begins

Popcorn Pickup

Money Turn In Date

Sale Ends

Unit Sales Goal

Individual Sale Goal

Rewards Points Goal

By Reaching My Goal, I Will Receive:

My Popcorn Kernel Can Be Reached At:

TIPS FOR SELLING

Help Your Future Leaders Succeed!

- Introduce yourself (first name only), where you are from, what you are doing, and close the sale "Hi, my name is (name) and I am from (local Unit). I'm earning my way to Summer Camp. Can I count on your support?"
- Encourage credit sales for higher Reward points "I earn more points when you pay with a credit card."
- Wear your Class A uniform and always say "Thank You."
- Always have an adult present
- Storefronts: Optimize sales with 1 Scout per shift, stand in front of table, approach customers, maintain eye contact and deliver your speech
- Wagon Sales: Never enter anyone's home
- Find repeat customers by checking your Trail's End App order history

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using 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 your Unit Leader
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!
- Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision.)
Did You Know? 2 out of 3 people will buy when asked at their door.

TRAIL'S END APP

- Record all sales, Sign up for storefront shifts, redeem reward e-Gift cards, pay your Unit Leader via credit (Wagon only), and review training material



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download



NEW TO THE TRAIL'S END APP? DOWNLOAD THE GUIDE NOW!

bit.ly/Scout-App-Guide

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

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

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
1,750	\$60
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.

RESOURCES



SEE WHAT OTHERS ARE SHARING & SAYING NOW!

facebook.com/groups/TEScoutParents

Did You Know? You can quickly increase your sales by sharing with friends & family to purchase online!



NEVER MISS A SALE, LEAVE BEHIND A DOOR HANGER!

bit.ly/Door-Sign



LET CUSTOMERS KNOW WE ACCEPT & PREFER CREDIT!

bit.ly/We-Prefer-Credit





FUND YOUR YEAR

A simple guide to over \$1000 in just 4 hours!

PERSONALIZE



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download

- Register an account, and personalize your account. Set a goal, add photos and a short bio on why you're fundraising.

STOREFRONTS



LEARN HOW TO RESERVE WITH OUR STOREFRONT GUIDE!

bit.ly/Storefront-Guide

- Sign up and sell for at least 4 hours. The average Scout sells over \$250/hr at Storefronts.

Pro Tip, make the most of your storefront time by working with only one Scout and parent per shift!

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using BOTH app and online average 90% MORE than Scouts that sell only traditionally, and 5X MORE than those that sell only online!

- Online Direct: Sell online & ship directly to customers. The average customer orders over \$65 when they order online!

Pro Tip, share your fundraising page via social media and tag your family and friends.

- Wagon Sales: Direct sales to family, friends, neighbors (with adult supervision.) The average Scout sells over \$100/hr!

Pro Tip, 2 out of 3 people will buy when asked at their door.



PICK THE PRIZES YOU WANT & SET A GOAL!

trails-end.com/rewards

2023 POPCORN "POWERING SCOUTING"



BOY SCOUTS OF AMERICA
CENTRAL FLORIDA COUNCIL



2023 POPCORN "POWERING SCOUTING"

FUN SPOT

(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 12/31/2024)



\$1,000
LEVEL

AQUATICA

(2) ADMISSION TICKETS (ONE YOUTH & ONE ADULT) TO AQUATICA



\$1,750
LEVEL

KENNEDY SPACE CENTER

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



Kennedy
Space
Center
VISITOR COMPLEX

\$3,500
LEVEL

TOP SELLER PARTY

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



\$1,250
LEVEL

SEAWORLD

(2) 1 DAY TICKETS (ONE YOUTH & ONE ADULT) TO SEAWORLD



\$2,750
LEVEL

UNIVERSAL STUDIOS

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



\$5,000
LEVEL

PRIZES ARE CUMULATIVE

PRIZE SUBMISSIONS ARE DUE: 11/11/2023



2023 AMERICAN HEROES CAMPAIGN

SILVER PATCH SET



NAVY



FIRST RESPONDERS



AIR FORCE



MARINES



ARMY



COAST GUARD

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

GOLD PATCH SET



NAVY



FIRST RESPONDERS



AIR FORCE



MARINES



ARMY



COAST GUARD

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

DEADLINE: NOV 11, 2023

THE SCOUT APP GUIDE

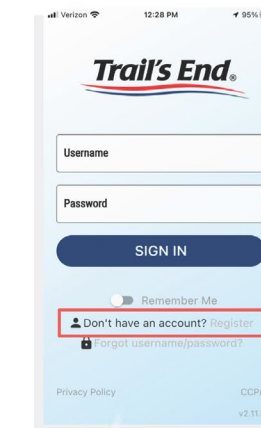


**DOWNLOAD THE APP & START
YOUR ADVENTURE TODAY!**

visit trails-end.com/app or text APP to 62771 to download

SIGN IN OR REGISTER AN ACCOUNT

- Use your account from last year! If you need to change your unit, go to Settings & select "Change Unit."
- Record ALL sales in the app - Online Direct, Storefront, Wagon & start selling today!
- Each kid needs a separate account, even siblings.
- You can use the same email for multiple accounts. To switch between accounts in the app, click the top of the screen.



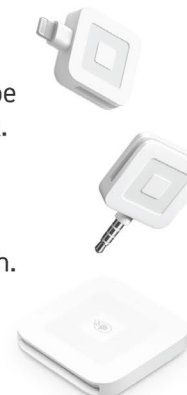
out app access to your
on and Bluetooth to

ACCEPTING CREDIT

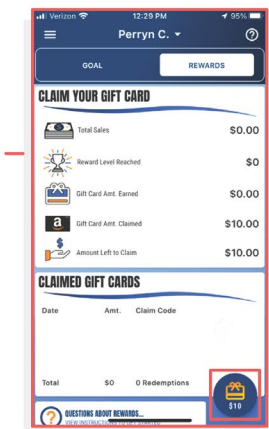
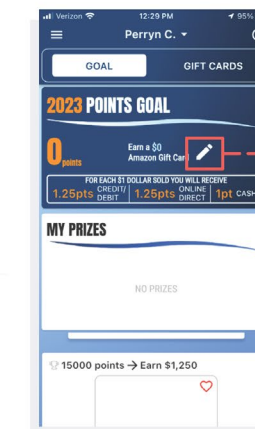
Everyone can accept debit and credit cards for free.

Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

- Manual Entry (no reader)** Type in the customer's card information.
- Magstripe Reader (Android)** Swipe reader plugs into headphone jack.
- Lightning Reader (Apple)** Swipe reader plugs into lightning jack.
- Bluetooth Reader Wirelessly** connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC Contactless.



SET A GOAL & CLAIM A REWARD



- To set a goal, scroll and tap to select prizes at different levels or manually enter your goal.
- When your leader submits the unit's Rewards order, and you have a gift card amount available, tap the claim button to email your Amazon.com Gift Card.
- To track progress, check the app to see how close you are to reaching the next rewards level.

MULTIPLE WAYS TO SELL

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

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Trail's End™

MORE INFO: TRAILS-END.COM