

# 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 kid sales may vary.

# 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® REWARDS

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

## 1.5PTS

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

## 1PT

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**



### REWARD IDEAS

**7,500 pts**  
Earn a \$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



## 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>.





NEW!



### Sweet & Savory Collection

- White Cheddar Popcorn
  - Salted Caramel Popcorn
- Over \$29 to local kids\*  
Contains: Milk  
Comes in a gift box.

**EVEN MORE PRODUCTS AVAILABLE THROUGH ONLINE DIRECT IN THE APP!**

NEW!



### Chocolatey 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

Over \$14 to local kids\*  
Contains: Milk

\$20



### White Cheddar Popcorn

Over \$14 to local kids\*  
Contains: Milk

\$20



### Sweet & Salty Kettle Corn

Over \$14 to local kids\*



**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.

Donation Levels:  
\$50 \$30 \$20

\$15



### Popping Corn Jar

Over \$10 to local kids\*

\$10



### Caramel Corn

Over \$7 to local kids\*  
Contains: Soy

## SECURE PAYMENT PROCESSING THROUGH SQUARE

### TRAIL'S END PAYS ALL CREDIT CARD FEES



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

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

NATL4PAGERPOP

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

Amount donated to kids is calculated based on the Trail's End return to Youth Organizations. Amount donated to American Heroes is based on the American Heroes Donation program. Visit [www.trails-end.com/terms](http://www.trails-end.com/terms) for details. © 2021 Trail's End ®. All rights reserved. Packaging shown is not life size and is subject to change.