



Welcome to the Pack 345 Annual Fundraiser for 2021!

The Popcorn Fundraiser is our only fundraising event of the year. We're aiming for 100% participation and can only do it with you! Your effort helps us pay for our Pack's activities, like the Pinewood Derby, the Blue and Gold Banquet, Pack outings, as well as supporting regional and national Scouting resources that benefit our pack, like Bert Adams Scout Camp where we go camping. We hope that between now and December 19th, 2021, you will help us get to 100% participation.

Step 1: Set up your Trail's End account

Our popcorn vendor is Trail's End (trails-end.com). To sell popcorn, your Scout will need a Trail's End account:

Returning scouts will use their existing Trail's End accounts. The app may tell you to reinstall an updated app version. If you have trouble logging in, contact F.G. at pack345popcornlootenant@gmail.com for your returning scout's Trail's End account username and email address, which you can use to reset your password.

New scouts: Look for an email from Trail's End at the primary email address you provided in your scout's pack registration. It will invite you to register your scout's account in Trail's End. If you haven't received it by 9/13 (check your spam folder) contact F.G. at pack345popcornlootenant@gmail.com. Alternatively, you can text APP to 62771 to download the Trail's End app where you can create your scout's account. During registration, be sure to enter this information:

- **Council:** Atlanta Area Council
- **District:** Hightower Trail
- **Unit:** Pack 345

Step 2: Get ready to sell and set a goal of 30 contacts!

Once you have your account, log-in and **work with your Scout** to set a sales goal and create an online sales page - get them involved, they'll love it!

Talk to your scout about why he or she loves scouting with our pack, and how to ask, "Would you like to support me in scouting?" to family, friends, neighbors, and others they know.

Practice a short phone or video pitch, then make a short video to share online; your scout should be in a blue or khaki scout shirt with a kerchief (Class A uniform) or the red pack-t-shirt for Lions. The Trail's End webpage has some great videos/tools under the Training section.

Share your scout's video on your facebook page or send it to your friends, family and co-workers. Aim to reach out to 30 people!

Ways to Sell Popcorn

Online

Share your scout's individual Trail's End sales webpage with friends and family through texts, email, and on your social media, with the message, "Please support my scout and Cub Pack 345.". Customers place their orders and pay online, and popcorn orders are shipped directly to them. Orders \$55+ get FREE SHIPPING.

Take Online Direct orders in person or over the phone

For example, going door-to door with your scout using the TE app (text APP to 62771 to download the Trail's End app.)

1. Click on "**Online Direct**" at the bottom of the screen, then "Start Sale". The popcorn will ship directly to the customers. The pack is not taking "Wagon" orders.
2. Payment for each sale can be taken by credit card through the app by
 - a. using a Square credit card reader (at checkout, click the square with little square inside top right), or
 - b. manually entering card information, or
 - c. sending a text to the customer which they use to complete the order and pay by credit card (at checkout, click the rectangle with head top right.)
 - d. The pack will not be handling cash or checks.

Storefront Sales

We plan to schedule 4-5 storefront sales. Scouts will take shifts, and credit for all of the day's sales will be split equally among all of the scouts working a shift. Scouts will sell popcorn that we will have on-hand. Sign up for shifts easily on the Trails end app/site. **We ask that each scout (and family) commit to at least 1 hour working a storefront sale this year.**

IMPORTANT NOTES

Scouts should wear their full Class A uniform whenever selling popcorn or posing for pictures to promote online sales.

Always do in-person and door to door sales with an adult.

Have fun achieving goals, earning incentives, and hearing your Scout say, "Would you like to support Scouting?" You will be amazed at how people respond to your Scout and how your Scout will grow with this experience.

The fundraiser is all about supporting scouting and popcorn is like a reward or "thank you" from your Scout. So, lead your pitch by asking customers, "Would you like to support Scouting?" NOT "Do you want to buy popcorn?"

Participate in Popcorn with Purpose

Popcorn sales are an important opportunity for each Scout to:

- Show courage by asking others to support Scouting
- Manage money, time, and products
- Contribute as a team member to den goals
- Set and achieve personal and financial goals
- Demonstrate stewardship
- Invest “sweat equity” in the Pack

Key Dates

September 11: Popcorn kick-off - everyone can start selling!

TBD: Storefront sales. We have a few locations secured and will have a few more in the next week or so. All storefront sales will be on Saturdays and Sundays in the mornings and afternoons. Again, we ask that each scout (and family) commit to at least 1 hour working a storefront sale this year.

December 19: Sales deadline for pack rewards. Official end of selling.

REWARDS

Scouts collect points for each dollar they sell and can earn Amazon gift cards from Trail’s End.

Scouts who sell \$750 or more can claim a pair of New Balance shoes this year.

In addition to these awesome incentives offered by Trail’s End and the Atlanta Area Council, Scouts and their families can earn these great rewards from Pack 345:

Goal	Rewards
Any sale	Popcorn Patch; counts toward 100% of den participation and pack participation.
Top seller in den	Throw a pie in the den leader’s face! Happens at year end celebration event
Top seller in the pack	Throw a pie in the Cubmaster’s face! Happens at year end celebration event
Top Lion seller	Throw a pie in the Popcorn Kernel’s face! Happens at year end celebration event
Top 2 sellers in the pack	Hightower Trail Day Camp registration fees paid for by Pack 345. Valued at \$140 each. The camp is usually the first week of June https://www.atlantabsa.org/ht-daycamp
Top seller in each Den	A real deal, delicious Pie for your whole family to enjoy for the holidays from a fabulous local bakery. Valued at \$35 and varieties include Pecan, Apple, and Chocolate Chess.

Who remembers the famous pie-the-leader-in-the-face rewards? Your scouts do!



Key Contacts

Popcorn Kernel: Michael Lo 404-809-8206 pack345popcornkernel@gmail.com

Storefronts, General questions

Popcorn Lootenant: FG Courtney pack345popcornlootenant@gmail.com 404-313-7543 (email preferred). Trails End App questions, financial questions