



ONLINE FUNDRAISING: HOW IT WORKS



Create Your Own Fundraising Page:

It takes less than 10 minutes to register, personalize your Scout page, and start selling

Share with Family and Friends:

Our built-in sharing capabilities via email, social, and text message make sharing easier than pitching a tent.



Receive Support:

Family and friends visit your fundraising page, where the average order value is \$65, and place orders on your behalf.



Track Your Online Fundraising Orders:

See who's supported your fundraiser, send them thank you emails, and request additional support.



**Fund your next Scouting adventure by
registering at Trails-End.com**



SELL TRAIL'S END POPCORN

to fund your Scouting adventures!

Participating in the Popcorn Sale can benefit a Scout in many ways - from **eliminating Scouting costs** to **developing life skills** that your Scout will remember for the rest of their life.

ONLINE SALES

Selling online is **QUICK** and **EASY!**

- 1 Create an online selling account on sell.trails-end.com.
- 2 Reach out to customers through email, text, Facebook, and Twitter.
- 3 View and track your online sales.

FACE-TO-FACE

- 1 **TAKE ORDER** - Door-to-door selling with a "take order" form. Take your neighbor's order and return with their popcorn at a future delivery date.
- 2 **SHOW & SELL** - Set up a display with products at a storefront for people to purchase as they walk by.
- 3 **SHOW & DELIVER** - Carry products with you as you visit customers. The customer purchases the products from you, and you collect the money right then and there.



EARN A SCHOLARSHIP

Scouts who sell at least \$2,500 once in any calendar year will qualify for a scholarship account to start earning money for college.



PAY YOUR WAY - 6% of your Scout's total sales each year will be invested in his own scholarship account.

START EARLY - Earn a scholarship as a Tiger Cub and he could have over **\$1,000** in his account by the time he is ready for college!

For more information about the **Scholarship Program**, visit sell.trails-end.com.

Scholarship Questions? Email us at scholarship@trails-end.com.

SELLING TIPS

1. **ALWAYS** wear your uniform.
2. **ALWAYS** smile and introduce yourself.
3. **ALWAYS** ask your customers to support Scouting.
4. **ALWAYS** have a pen ready.
5. **KNOW** the popcorn flavors you are selling.
6. **ALWAYS** say "Thank You!"

SAFETY TIPS

1. **ALWAYS** sell with an adult or another Scout.
2. **NEVER** enter anyone's home.
3. **NEVER** sell after dark unless you're with an adult.
4. **NEVER** carry large amounts of cash.
5. **ALWAYS** walk on the sidewalk and driveway.

