



Trail's End™

## 2023 KERNEL GUIDE

### Prepare.

- Encourage all Scouts to download and setup the Scout App  
*Did You Know? The Scout App allows your Scouts to process a credit card without any fees! Scout accounts will appear on the Unit Leader Dashboard for you to easily manage*
- Complete Unit Leader Planner
- Attend Popcorn Kickoff
- Secure storefront locations
- Sign up for Trail's End Webinar and join the Facebook group

### Sell.

- Encourage early sales
- Place popcorn order with Council
- Distribute popcorn and ensure deliveries
- Communicate with families & keep informed

### Wrap up.

- Submit Scout rewards
- Pay Council invoice or request a payout
- Celebrate your success!

## TRADITIONAL PRODUCTS

It's simple, give customers what they like, and they buy more!



CHECK OUT WHAT'S NEW!  
THE 2023 PRODUCT LINEUP!\*

[qrco.de/bdHqac](https://qrco.de/bdHqac)



ALLERGEN &  
NUTRITIONAL FACTS

[trails-end.com/nutrition](https://trails-end.com/nutrition)

\*Council's select their own product mix.

## REGISTRATION

- 🕒 Register your Unit. Your Council will confirm & you'll receive your username & password via email.



GETTING STARTED IS EASY!  
REGISTER TODAY!

[trails-end.com/unit-registration](https://trails-end.com/unit-registration)

## RESOURCES

- 🕒 Seasoned or new Kernels benefit from attending a webinar or by watching the recording later in Training Resources.



VIEW THE FULL SCHEDULE  
& REGISTER HERE

[trails-end.com/webinars](https://trails-end.com/webinars)

- 🕒 Stay connected with other Unit Leaders across the nation through Trail's End Popcorn Community.



SEE WHAT OTHERS ARE  
SHARING & SAYING NOW!

[facebook.com/groups/TEPopcornCommunity](https://facebook.com/groups/TEPopcornCommunity)

- 🕒 Communicate with and keep your Scouts and Families informed with the Scout Parent Guide.



TIPS & TRICKS FOR  
YOUR SCOUTS!

[qrco.de/bduH01](https://qrco.de/bduH01)

## PLANNING

- 🕒 Leverage the Trail's End Unit Leader Planner to help hit your goals.



THE IDEAL YEAR  
OF SCOUTING

[qrco.de/bduFJc](https://qrco.de/bduFJc)

- 🕒 Plan your Unit Kickoff!



DOWNLOAD THE 2023 UNIT  
KICKOFF POWERPOINT NOW!

[trails-end.com/leaders/training](https://trails-end.com/leaders/training)

## UNIT LEADER PORTAL

- 🕒 Unit Housekeeping, Goal Setting, Sales Reports, Inventory, Training, Storefront Management



THE ONE-STOP-SHOP FOR  
MANAGING YOUR SALE!

[trails-end.com/leaders](https://trails-end.com/leaders)

# REWARDS

Collect points through the Scout App, to earn Amazon.com Gift Cards and choose the prize YOUR Scouts want!

The More Sold, The More Earned!

**1.25 PTS PER \$1 SOLD**

APP CREDIT / DEBIT CARD & ONLINE DIRECT (WAGON & STOREFRONT)

**1 PT PER \$1 SOLD**

CASH



**EARN MORE EASIER!**

[trails-end.com/rewards](https://trails-end.com/rewards)

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
1,500	\$50
1,000	\$30
750	\$20
500	\$10

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# SCOUT APP

Monitor Real-Time Sales, Inventory, and Storefront Coverage.

*Did You Know? App Usage Allows for More Reward Points & Ease of Credit Transactions for Wagon & Storefronts*



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

visit [trails-end.com/app](https://trails-end.com/app) or text APP to 62771 to download



## Scout App Credit

Accept Credit Card transaction directly through the App.

*Did You Know? Trail's End pays all credit card fees!*

# 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

🕒 **Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders

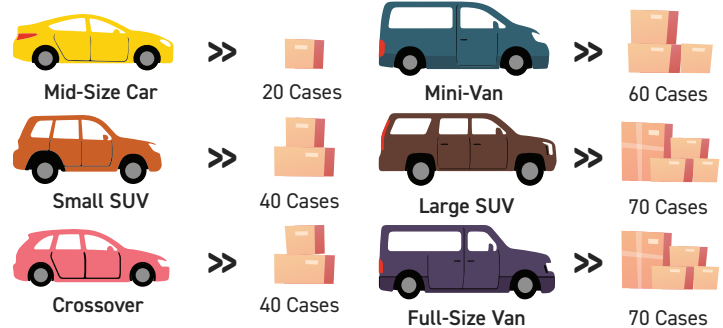


**LEARN HOW TO RESERVE WITH OUR STOREFRONT GUIDE!**

[LINK HERE](#)

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

# DISTRIBUTION



\*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.



**Trail's End**