



OCCONEECHEE COUNCIL

2025 District Kernel Training

Trail's End®

AGENDA

- 2024 Sale Snap Shot
- Unit commitments to date
- New for 2025
 - Tech improvements
 - Storefronts
 - TE Rewards
 - Free Unit Goods
- Council-specific topics
- Product Mix
- Dates

2024 Sale Data vs. 2023

	2024	2023	Difference \$	Difference %
Traditional	\$ 813,375	\$ 953,678	\$ (140,303)	-14.7%
Online	\$ 138,430	\$ 163,618	\$ (25,188)	-15.4%
Total	\$ 951,805	\$ 1,117,296	\$ (165,491)	-14.8%

Units with an Order	82	91	(9)	-9.9%
Scouts App Sale	1340	1,438	(98)	-6.8%
Scouts Online Sale	609	767	(158)	-20.6%

% of Sales in App	96.3%	92.5%		
% of CC Sales	82.2%	56.2%		
Sales Per Shift Hour	\$ 168	\$ 169		
Sales Per Scout Hour	\$ 106	\$ 96		
Hours Worked	2789	7288		
Hours Booked	7919	10500		

2024 Sale Data vs. 2023: Units

- **Gained 33 selling units that did not sell in 2023**
 - **\$98K in new sales**

- **Lost 43 units with sales in 2023 did not participate**
 - **\$262K in lost sales**

2024 District Sale Data vs. 2023



District	2024	2023	\$ Difference	% Difference	'24 Units	'23 Units	Difference	% Difference
Cardinal	\$ 433,902	\$ 507,807	\$ (73,905)	-14.6%	28	27	1	3.7%
Eno River	\$ 69,833	\$ 104,149	\$ (34,316)	-32.9%	10	18	-8	-44.4%
North Star	\$ 226,409	\$ 268,629	\$ (42,220)	-15.7%	22	29	-7	-24.1%
Sandhills	\$ 221,824	\$ 236,003	\$ (14,179)	-6.0%	25	30	-5	-16.7%

2024 Top Sellers

District_Name	Unit_Name	2024 Total Sales
Cardinal	PACK 216 TOTAL	\$ 66,365
Cardinal	PACK 391 TOTAL	\$ 43,227
Cardinal	TROOP 391 TOTAL	\$ 42,812
Sandhills	PACK 902 TOTAL	\$ 33,298
North Star	PACK 500 TOTAL	\$ 33,032
Cardinal	PACK 066 TOTAL	\$ 32,849
North Star	PACK 352 TOTAL	\$ 32,457
Cardinal	PACK 356 TOTAL	\$ 27,994
Eno River	PACK 424 TOTAL	\$ 26,703
Cardinal	PACK 312 TOTAL	\$ 26,549
Sandhills	PACK 747 TOTAL	\$ 25,824
Cardinal	PACK 201 TOTAL	\$ 23,572
Cardinal	PACK 010 TOTAL	\$ 21,944
Cardinal	PACK 202 TOTAL	\$ 21,698
North Star	TROOP 399 TOTAL	\$ 20,101
Cardinal	TROOP 202 TOTAL	\$ 18,372
Cardinal	PACK 224 TOTAL	\$ 17,746
North Star	PACK 318 TOTAL	\$ 17,434
Sandhills	PACK 001 TOTAL	\$ 16,977
Eno River	PACK 495 TOTAL	\$ 16,626

2025 Unit Commitments to Date



District	New Units	Committed PY Units	Uncommitted PY Units	% PY Committed	Total Committed Units	Committed PY Retail	Uncommitted PY Retail	% Committed PY Retail
Cardinal	0	9	19	32.1%	9	\$ 240,756	\$ 192,606	55.6%
Eno River	0	1	9	10.0%	1	\$ 26,703	\$ 43,130	38.2%
North Star	0	9	13	40.9%	9	\$ 138,713	\$ 87,696	61.3%
Sandhills	1	2	23	8.0%	3	\$ 45,241	\$ 176,583	20.4%
Totals	1	21	64	32.8%	22	\$ 451,413	\$ 500,067	47.4%

First commitment email from TE went out to unit leaders on 4/15

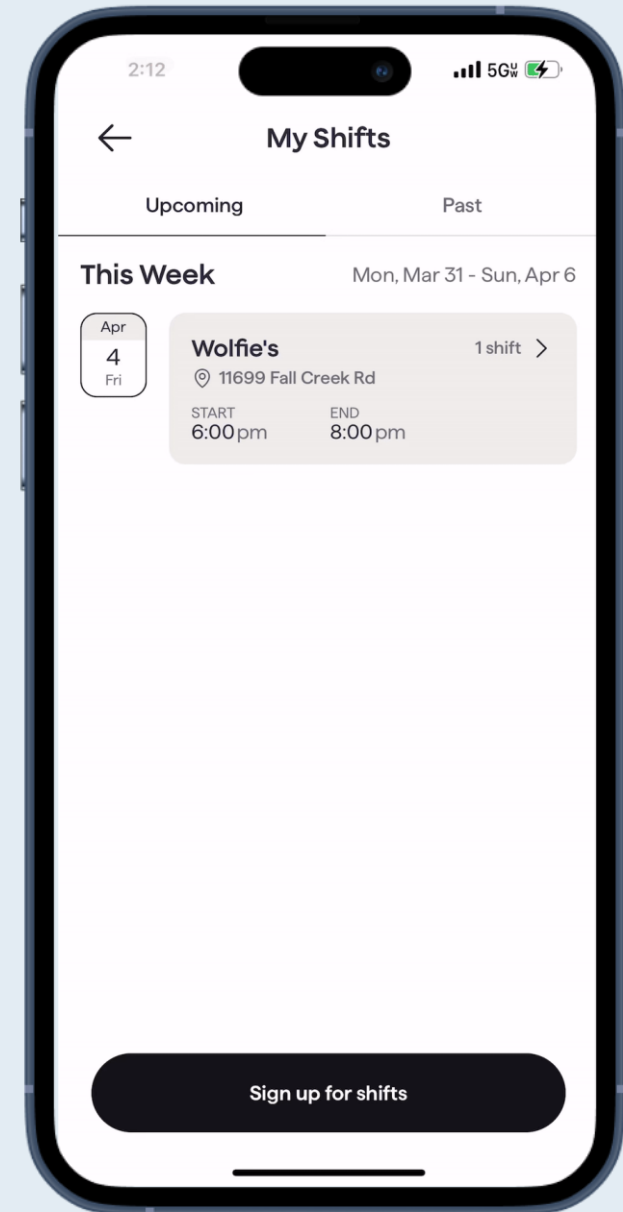
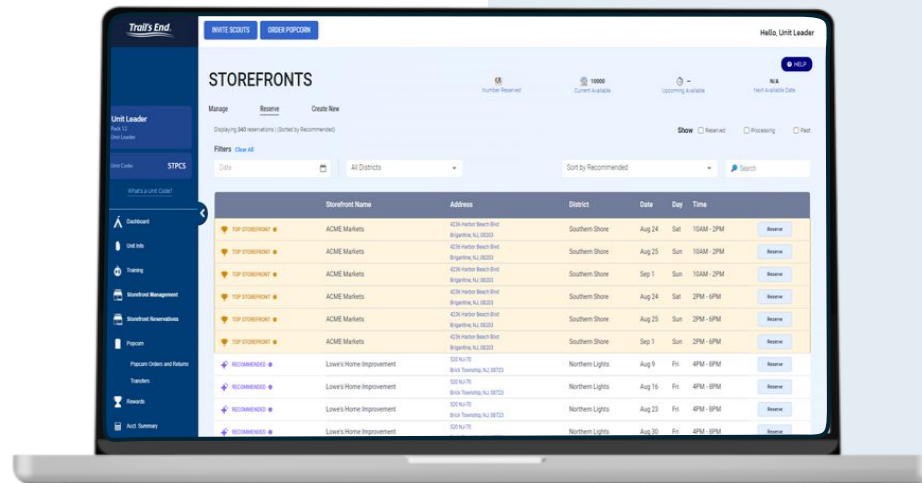
TRAIL'S END TECHNOLOGY SCOUT APP

- Point of Sale System
- Saves time and easy to use
- Google Play & Apple App Store
- Tracks real-time Scout sales/inventory
- Manages storefront shifts
- Accepts credit cards (85%+) and cash
- All CC Fees paid by TE
- Tap to pay directly through phone



TRAIL'S END PROGRAM STOREFRONTS

- TE has booked 5000 of the 9800+ planned hours for you
- Leaders can reserve in TE Unit Portal
- Scouts sign up for shifts in the App
- VIP service for top units



2025 Storefront Program

- White-Glove Program for the \$50K+ Sellers
 - Dedicated team member to ensure needs are met
- Storefront VIP Program for your \$20K+ Sellers
 - Locations provided to meet goal
- National* Reservation Schedule:
 - July 22: \$10K – 3 shifts
 - July 23: All units – 4 shifts
 - July 24: All Units – unlimited
- Unit must enter a sales goal to secure needed sites
- Hours released to unit based on sales goal to limit hoarding of locations
- Unit doesn't have Scouts assigned by Thur at 8pm ET, Fri / Sat / Sun sites get released for other leaders to claim

2025 Storefront VIP Program

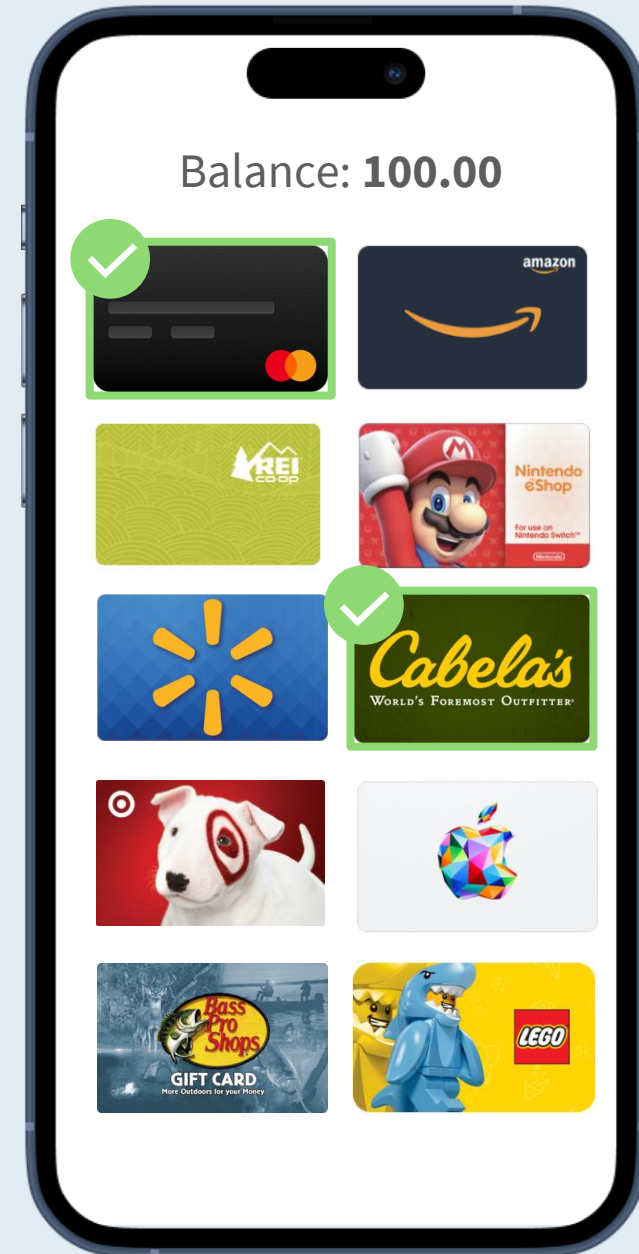


Unit_Name	District_Name	Primary_Contact_Name	'24 Sales	Units with a '25 Goal	'24 Sales from Units w/ Goal	'25 Goal	Difference
Pack 312	Cardinal	Alex Earle	\$26,549	1	\$26,549	\$20,000	-\$6,549
Pack 500	North Star	Jason Mroz	\$33,032	1	\$33,032	\$25,000	-\$8,032
Pack 352	North Star	Alexandra Jackson	\$32,457	1	\$32,457	\$33,000	\$543
Pack 902	Sandhills	Tabitha Fornah	\$33,298	1	\$33,298	\$30,000	-\$3,298
Pack 202	Cardinal	STUART SPENCER	\$21,698	1	\$21,698	\$20,000	-\$1,698
Pack 066	Cardinal	Vanessa Gonzalez	\$32,849	1	\$32,849	\$20,000	-\$12,849
Pack 216	Cardinal	Jenny Jones Mueller	\$66,365	0	\$0	\$0	\$0
Pack 201	Cardinal	Prabha Vulindala	\$23,572	1	\$23,572	\$15,000	-\$8,572
Troop 391	Cardinal	Jared Sanders	\$42,812	1	\$42,812	\$50,000	\$7,188
Pack 010	Cardinal	Laina Yeisley	\$21,944	1	\$21,944	\$20,000	-\$1,944
Pack 356	Cardinal	Beth Lea	\$27,994	0	\$0	\$0	\$0
Pack 424	Eno River	Jennifer Modliszewski	\$26,703	1	\$26,703	\$25,000	-\$1,703
Troop 399	North Star	OAK MILLER	\$20,101	1	\$20,101	\$25,000	\$4,899
Pack 391	Cardinal	Miranda Mooney	\$43,227	1	\$43,227	\$85,000	\$41,773
Pack 747	Sandhills	Elizabeth Morey	\$25,824	0	\$0	\$0	\$0
			\$478,425	12	\$358,242	\$368,000	\$9,758

TRAIL'S END APP

SCOUT REWARDS

- ✓ Scouts claim their rewards from the app
- ✓ 15 gift card options
- ✓ Scouts can split their rewards across multiple gift cards
- ✓ No approving, receiving, distributing, or replacing prizes.
- ✓ Uncapped levels to incentivize top sellers.



2025 Free Unit Goods

- Unit did not sell in 2024
- Will receive 2 cases of White Cheddar (\$480 retail value) at no charge and must sign up for a storefront shift (weekday recommended)
 - Council will not be charged for these cases
 - Council will not receive commission on these cases
- 100% commission for units that are new to the sale to encourage participation
- Standard commissions will apply for any additional product that is ordered

Popcorn Fundraiser Commitment

TE App registered Units by June 30th-Unit receives an extra 1% commission

Unit Kernels Kickoff Attendance

In-person and Zoom-Unit receives an extra 1% commission

Host Your Unit Popcorn Kickoff

Unit receives an extra 1% commission

Unit Fundraise Increase Incentive

10% increase of previous year sales-Unit receives an extra 2% commission

New Unit Fundriase Incentive

Fundraise at least \$1,500-Unit receives an extra 2% commission

NEW UNITS RECEIVE \$500 FREE INVENTORY!

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Popcorn Prizes Incentives

*Receive up to
35% Commission!*

**Register
your Unit!**



***Council POPstar Award**

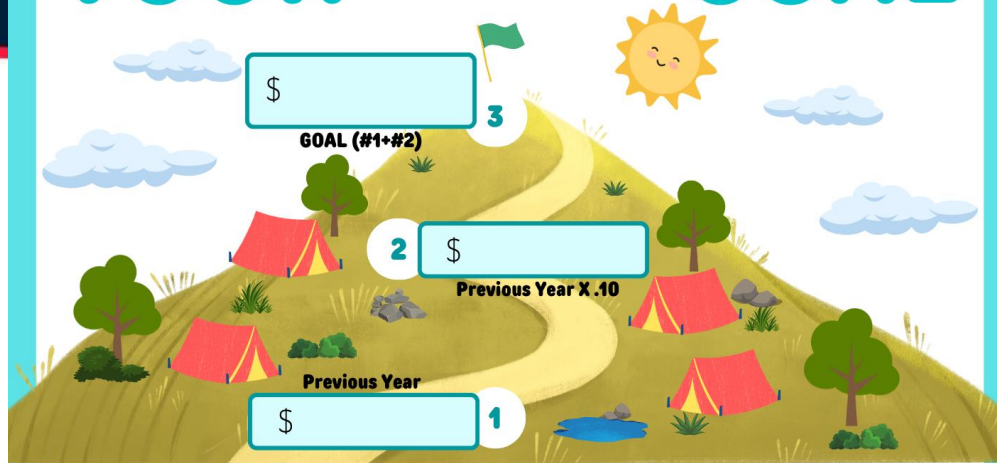
Top selling Scout in the Council receives an Amazon
Gift Card representing 2% of their total sales

***Popcorn Patch**

**Base Commission
for Traditional
Sales: 30%**

**Commission for
Online Sales: 35%**

YOUR Unit's GOAL



UNIT INCREASE Oconeechee Council INCENTIVE!

Reach a 10% sales increase of the previous year sales and earn an extra 2% (32%) commission!



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Find out your Unit's previous year sales total!...
reach out anytime to our Council Kernel,
jennyjonesmueller@gmail.com

Popcorn Fundraiser

Increase sales 10% vs.
2024 and pick up an
additional 2% bonus
commission!

TRAIL'S END PRODUCT

We sell products consumers buy and eat ALL YEAR LONG:

	TE Sales	US Retail Mkt
White Cheddar	\$30M	\$500M
Kettle Corn	\$15M	\$150M
Salted Carmel	\$15M	\$150M
Butter Microwave	\$20M	\$900M
Butter RTE	\$15M est.	\$450M

Products that **SELL** to keep your sale simple.

If you want higher sales in less time with less effort, we are your partner.

TRAIL'S END TRADITIONAL PRODUCTS



\$20



\$20



\$20



\$20



\$15



\$25



\$25



\$30

Popping Corn Retail

2024 Containers	Unit Containers	Unit Retail	Retail Price	% of Retail
White Cheddar Popcorn	9,212	\$184,240	\$20	23.6%
Salted Caramel Corn (2024)	6,065	\$151,625	\$25	19.4%
S'mores Popcorn	4,944	\$123,600	\$25	15.8%
Kettle Corn (2024)	7,191	\$107,865	\$15	13.8%
Unbelievable Butter Microwave (2024)	5,405	\$108,100	\$20	13.8%
Honey Roasted Peanuts	1,424	\$42,720	\$30	5.5%
Salted Virginia Peanuts	1,298	\$32,450	\$25	4.2%
Popping Corn	2,024	\$30,360	\$15	3.9%
TOTAL	37,563	\$780,960		

- Tested the \$20 mix last fall with 5 products
- 8% conversion increase with an \$11 per hour increase, did decrease AOV by \$1
- \$10,120 potential loss in retail if Popping Corn is priced at \$15 (based on 2024 containers)

2025 Packaging Update

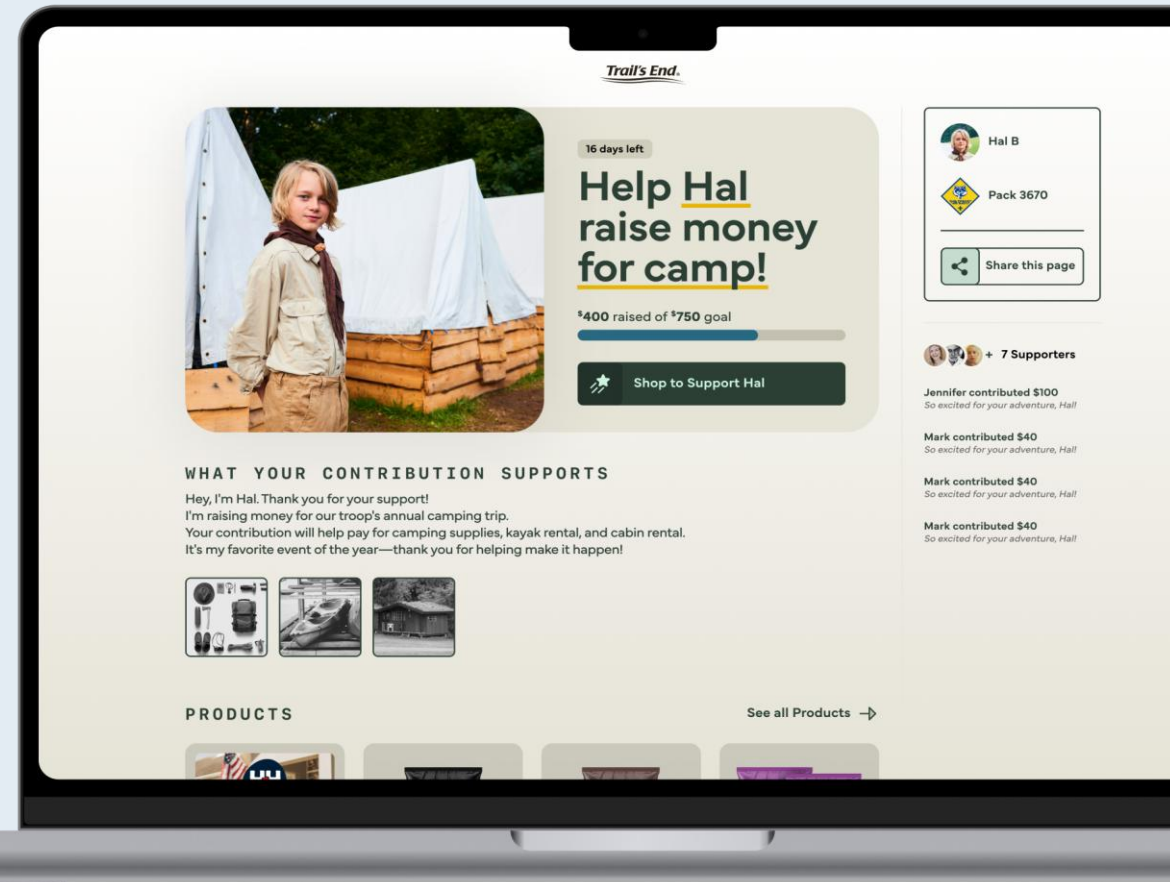
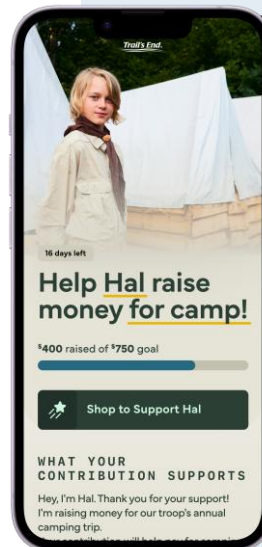
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Packaging will have “SCOUTING AMERICA” branding as well as kids in uniform and info on the back of the bag where people can learn more about joining Scouting.

TRAIL'S END PROGRAM ONLINE

- Units avg 15% in Online sales
- Orders are fulfilled and delivered in *2-5 business days
- Share your custom Scout link on social media or text/email to family and friends
- Additional products available Online



TRAIL'S END FUNDRAISING **UNIT SUCCESS**

UNITS

- Top Unit \$313,000
- 4 sold over \$150,000
- 15 sold more than \$100,000
- 14 sold more than \$50,000
- 1,064 sold more than \$20,000
- 3,288 sold more than \$7,500

WHY TRAIL'S END

We Make Your Life Easier

Units Earn More

138 **New Units** earned \$5,000+ last year (\$8,000+ avg earned; \$24,000+ avg sales)
1,733 Units earned \$5,000+ last year (\$10,000+ avg earned; \$28,000+ avg sales)

Scouts Sell More in Less Time

7,000+ **New Scouts** sold \$1,000+ each (avg \$1,700+ and \$192/hr)
21,000+ Scouts sold \$1,000+ each (avg \$2,200+ and \$194/hr)

Scouts Earn More with Rewards

Earn up to **10% of sales**, with no cap...Scouts choose gift cards from top retailers

Work Less With Our Mobile-Friendly Website

One place to do it all... manage Storefronts, order inventory, track Scouts' sales

Storefronts™ Reserved for You

860,000+ hrs at 7,000+ locations all with \$300+sales/hr potential

Unmatched Scout Training

Simple in-app tips drive higher sales

Scouts Only Need the Trail's End App

Tap-to-Pay & Credit Cards

Save 3% - Trail's End pays all credit card fees and no readers needed

REGISTER TODAY: NO RISK! NO UPFRONT COST!

TRAIL'S END FUNDRAISING **SCOUT SUCCESS**

SCOUTS

- **Scouts who sold both traditional and online averaged \$1,182 (\$1,145 in '23).**
- **21,323 Scouts (21% of Scouts) sold \$1,000 or more and made up 59% of the sale!**
- **44,125 Scouts (44% of Scouts) sold \$500 or more and made up 80% of the sale!**
- **Top Selling Scout - \$81,000!**

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Occcconeechee Council



UNIT KERNELS KICKOFF

RSVP



TUESDAY
5th
AUGUST

7:00 PM

Join us in-person at the
Council Office Board Room
3231 Atlantic Avenue, Raleigh



Join By ZOOM



Subscribe
to the
KERNEL COUNCIL
CALENDAR

UNIT KERNELS KICKOFF

TUESDAY, AUG 5TH

2025 KERNELS COUNCIL CALENDAR

Aug 5	Unit Kernels Kickoff
Aug 11	Storefront Reservations Begin
Aug 27	Show-N-Sell Orders due
Sep 12	Popcorn Pickup Day
Sep 13	Popcorn Fundraiser Begins
Sept 13-Nov 3	Council's Popcorn Prize Period
Oct 14	Popcorn Mid-Season Payment due
Nov 3	Take Orders due
Nov 14	Popcorn/Take Order Pickup Day
Nov 17	Final Popcorn Payment due





Trail's End®

THE ONLY FUNDRAISER YOU'LL NEED

Over 70% stays with your Unit and Council!

- Scout App
- Free Credit Card Processing
- Unit Portal
- Storefronts
- Replenishment opportunities
- Scout Rewards
- Consistent year over year growth



Trail's End®

“I COULDN'T BELIEVE HOW QUICKLY WE REACHED OUR GOAL. WE ENDED UP **MAKING \$27,593 IN OUR FIRST YEAR.....OUR BEST FUNDRAISER EVER!”**

Madhavi Koritala, Troop 2605

Unit earned \$27,593 (\$70,832 sales)
Scouts earned avg \$788 (\$2,023 sales)

**REGISTER TODAY
NO RISK! NO UPFRONT COST!**

The background is a dark blue with faint, light blue line-art illustrations of outdoor gear: a tent, a backpack, a canoe, a fish, a tree, a compass, and a signpost. A red dashed line winds across the page, decorated with yellow four-petaled flowers and small red stars. The text "Trail's End" is written in a white, bold, italicized serif font, with a registered trademark symbol (®) to its right. A thick red and white swoosh underline is positioned below the brand name.

Trail's End®

THANK YOU!

Comments and Questions?