



How to Fund Your Scouting Program Social Distancing with Trail's End Online Direct

Benefits of Trail's End Online Direct

- Safe for Scouts – fundraise from the safety of home.
- No handling of products or cash – all credit.
- Scouts earn DOUBLE POINTS in Trail's End Rewards.
- Units earn 5% of Online Direct sales from Jul 1 – Aug 15 as an Amazon.com gift card.*
- Traditional products at traditional retail prices, plus additional Online Direct products.
- Managed completely by Scouts with the Trail's End App.

How Does Online Direct Work?

- Two Ways for Scouts to Sell from the Trail's End App:
 - Share their personalized fundraising page via Social Media, Email, Text and more.
 - Record orders directly in Online Direct, great for face-to-face selling.
- Trail's End ships products to customers, and unit never handles products or cash.

STEP 1 Determine Your Unit and Scouts' Goals

- Define the budgeted cost of your unit's annual program.
 - Include: dues, advancement, unit events, campouts, summer camp, etc.
- Determine your unit & per Scout sales goals based on a 35%** unit commission.

STEP 2 For Scouts: How to Sell \$1,000 Social Distancing in 8 Hours

- Text MYPLAN to 62771 to download.
 - 4 hours: 15+ orders from friends & family.
 - 4 hours: 15+ orders from their local neighborhood(s).

STEP 3 Host a Virtual Kickoff (Zoom or similar software.)

- Agenda:
 - How the money raised benefits each Scout family
 - Unit & Scout sales goals
 - How to Sell \$1,000 Social Distancing in 8 Hours (PDF)
 - Everyone downloads the Trail's End App! Text APP to 62771.
 - Trail's End Rewards
 - Unit specific promotions (optional)
 - Key dates for your sale
- Request they join the Trail's End Scout Facebook Group to get questions answered & selling tips!
- Text KICKOFF to 62771 to download the presentation template!

STEP 4 Weekly Check-Ins

- Follow up with Scouts weekly to ensure progress toward their goals.
- Create fun, weekly incentives to keep Scouts engaged.