

# FIND YOUR FLAVOR, FUND AN ADVENTURE



Over **73%** goes to **LOCAL SCOUTING!**

## READY TO FUND YOUR SCOUTING ADVENTURES? LET'S GET STARTED!

### How to Sell

#### Show & Sell

- Your unit gets permission to sell in front of a retail store
- Set up a display with your products
- Politely engage customers as they walk by (don't stand behind a table)
- Recommend your favorites
- Exchange products for payment and be sure to say Thank You

#### Show & Deliver

- Carry Trail's End products with you door-to-door
- Allow the customer to review your products
- Take their order using this paper order form
- Exchange products for payment & say Thank You

#### Take Order

- Using this paper order form, walk door-to-door to your neighbors' homes
- Review products with your customers
- Recommend your favorites
- Take their order on this form
- Collect the money when you deliver the product and say Thank You

#### Selling at Work

- Have your parent/guardian take an order form to work
- Co-workers write their order on the order form
- Scouts make Thank You cards
- Parent/guardian delivers product & collects money at work

#### Corporate Sales

- Visit local businesses during business hours
- Ask them to make a purchase to support you in Scouting
- Leave an order form with them upon request

#### Online Sales

- Growing your sales is easier than ever before with your all-new, Scout-personalized, online selling page.
- Sell to friends, current or previous neighbors, and family who want an online option to support you
- Register your Scout account at Trails-End.com
- Set a goal, upload photos and tell your Scouting story
- Share your online selling link via email & social media

### Safety First

- **Buddy System** – always have a buddy or adult with you when selling
- **House Rules** – politely decline to enter a stranger's house unless an adult is with you
- **Money Matters** – keep checks and cash in an envelope with your name on it
- **Road Rules** – walk on the sidewalk whenever possible and always look both ways when crossing the street
- **Curfew** – never sell after dark

### Top Selling Tips

- **ALWAYS** wear your inform
- **ALWAYS** smile and introduce yourself
- **ALWAYS** ask your customers if they would like to support Scouting
- **ALWAYS** know the popcorn favors you are selling
- **ALWAYS** say "Thank You!"

## DID YOU KNOW?

Scouts who set a goal are twice as likely to fund their entire year of Scouting. **What's Your Goal?** \$ \_\_\_\_\_

Cradle of Liberty Council | [colbsa.org/popcorn](http://colbsa.org/popcorn)

**SELL ONLINE AT  
SELL.TRAILS-END.COM**  
FUND MORE ADVENTURES BY  
SELLING MORE ONLINE

1

Sign in or create your account

2

Create your own personalized online selling page

3

Share your online selling link with friends and family via email and social media

4

View your sales online and reach your goal!

**\$25** **Chocolatey Caramel Crunch**  
18 oz.  
Sweet crunchy caramel corn in a creamy chocolatey coating.



Over \$18.00 to local Scouting

**\$18** **Premium Caramel Corn**  
18 oz.  
with Almonds, Cashews & Pecans  
A delectable gourmet caramel treat loaded with almonds, cashews and pecans.



Over \$12.00 to local Scouting

**\$15** **White Cheddar Cheese Corn**  
5.25 oz.  
The perfect combination of light, crispy popcorn and rich white cheddar cheese.



Over \$11.00 to local Scouting

**\$10** **Classic Caramel Corn**  
11 oz.  
A traditional favorite. Our Classic Caramel Corn is full of rich caramel flavor.



Over \$7.00 to local Scouting

**\$10** **Popping Corn**  
30 oz.  
Trail's End's plain kernels for those who like to make popcorn from scratch.



Over \$7.00 to local Scouting

**\$20** **Kettle Corn Microwave**  
18-Pack  
Our deliciously sweet and salty Kettle Corn is better than ever!



Over \$13.00 to local Scouting

**\$18** **Unbelievable Butter Microwave**  
18-Pack  
A customer favorite with more buttery flavor than ever before.



Over \$12.00 to local Scouting

**\$18** **Butter Light Microwave**  
18-Pack  
Our lightest butter popcorn with new and improved flavor.



Over \$12.00 to local Scouting

**\$55** **Chocolate Lover's Collection**  
• White Chocolatey Pretzels 17oz.  
• Milk Chocolatey Pretzels 17oz.  
• Chocolatey Caramel Crunch™ 15oz.  
• Chocolatey Caramel Crunch™ 15oz.  
Comes in a gift tin



**\$40** **Sweet & Savory Collection**  
• Butter Toffee Caramel Corn 20oz.  
• White Cheddar Cheese Corn 5oz.  
• Chocolatey Caramel Crunch™ 15oz.  
Comes in a gift box



**\$30** **Cheese Lover's Collection**  
• White Cheddar Cheese Corn 5oz.  
• White Cheddar Cheese Corn 5oz.  
• Jalapeño Cheddar Cheese 5oz.  
Comes in a gift box



**POP CORN FOR OUR TROOPS**  
Donate a gift of popcorn for our military men and women, their families, and veterans' organizations.

**\$50** Gold Donation  
Over \$35.00 to local Scouting

**\$30** Silver Donation  
Over \$21.00 to local Scouting



Order anytime at [Trails-end.com](http://Trails-end.com). Online ordering gives you exclusive access to new Trail's End products including Chocolates, Nuts, and Coffee.



**Cradle of Liberty Council Scouts donated 115 cases to local service men and women through the Liberty USO Chapter in 2015.**



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\*Across the entire Trail's End® product line, an average of 75% goes to local Scouting. All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, milk and egg ingredients.

All Trail's End products are Kosher. Please verify the symbol on each package to verify the validating Kosher organization. ©2016 Trail's End®. All rights reserved.



**POPCORN FOR OUR TROOPS**  
Check the \$50 Gold Donation Level or the \$30 Silver Donation Level to send popcorn treats to our military men and women, their families, and veterans' organizations.



BOY SCOUTS OF AMERICA  
CRADLE OF LIBERTY COUNCIL

NAME	STREET/EMAIL ADDRESS	DELIVERY DATE	AMOUNT DUE	DLY. PD.
1			\$50	
2			\$30	
3			\$55	
4			\$40	
5			\$30	
6			\$25	
7			\$20	
8			\$18	
9			\$18	
10			\$18	
11			\$18	
12			\$18	
13			\$18	
14			\$15	
15			\$10	
16			\$10	
17			\$10	
18			\$10	
19			\$10	
20			\$10	
21			\$10	
22			\$10	
23			\$10	
24			\$10	
25			\$10	
26			\$10	
27			\$10	
28			\$10	
29			\$10	
30			\$10	
<b>TOTAL</b>			\$	

- \$30 Military Donation
- \$50 Military Donation
- Chocolate Layer 3 Tin
- Sweet & Savory
- Cheese Layers
- Choc. Caramel Crunch
- Trip Kettle Pop
- Trip White-Cheddar Butter
- Trip White-Cheddar Butter
- Caramel Popcorn with Nuts
- White Cheddar Chiz
- Caramel Corn
- Popping Corn

SCOUTS NAME \_\_\_\_\_ DEN / PATROL \_\_\_\_\_

PACK/TROOP (CIRCLE ONE) #: \_\_\_\_\_

TOTAL ONLINE SALES \_\_\_\_\_ + TOTAL SALES THIS FORM \_\_\_\_\_ = **Rewards Total**

TO see full nutritional information for all Trail's End products visit [trails-end.com](http://trails-end.com)

REWARD CHOSEN: \_\_\_\_\_

Trail's End logo

**MY GOAL**

Trail's End

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MAKE CHECKS PAYABLE TO: