

# 2025

**Trail's End®**

## Banners

- Available for Units to order April 15<sup>th</sup> – May 31<sup>st</sup>. \$25



**SUPPORT MY SCOUTING ADVENTURES**  
**OVER 70% STAYS LOCAL!**

Preferred payments

 Credit Cards  Tap to Pay  Apple Pay  Google Pay

**Trail's End®**



# 2025 Training & Rewards



## Training / Support

- Improved Scout awareness of TE communication
- In-app support & knowledge base
- Improved in-app Scout training (to support \$300+ / hour!)

## Rewards

- **More back to Scouts with bonus points for Heroes & Helpers**
- Expanded options - more gift cards and cash

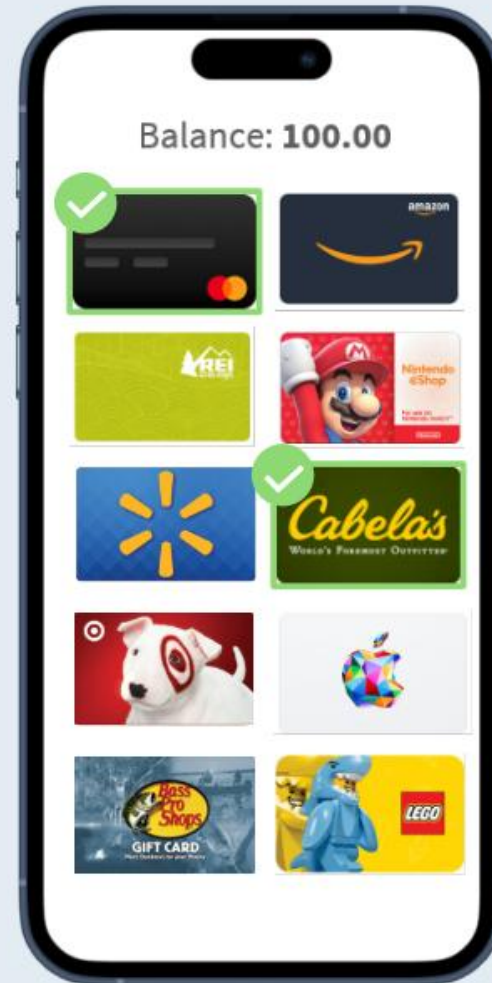
TE Gift Cards \$'s to GGAC Scouts	\$30,150
-----------------------------------	----------

# 2025 TE REWARDS

**Trail's End®**

## 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

**Trail's End®**

## TRAIL'S END APP **TAP TO PAY**

Take payments with a mobile phone – no additional hardware required!

Additional payment options:

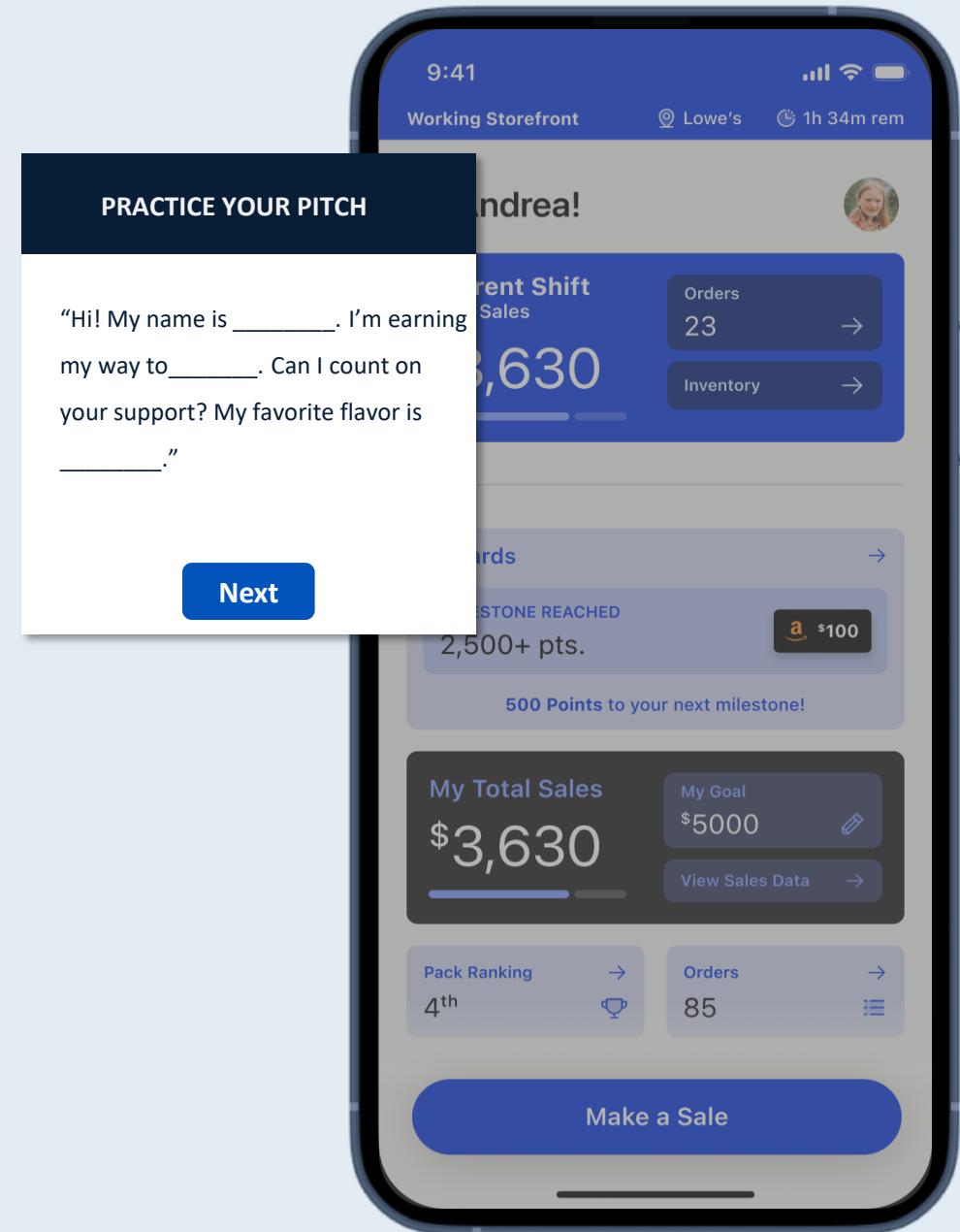
- ✓ Credit card, Apple Pay, Google Pay, and Cash App Pay
- ✓ Cash payments
- ✓ Convert cash collected to credit for additional rewards



# TRAIL'S END APP

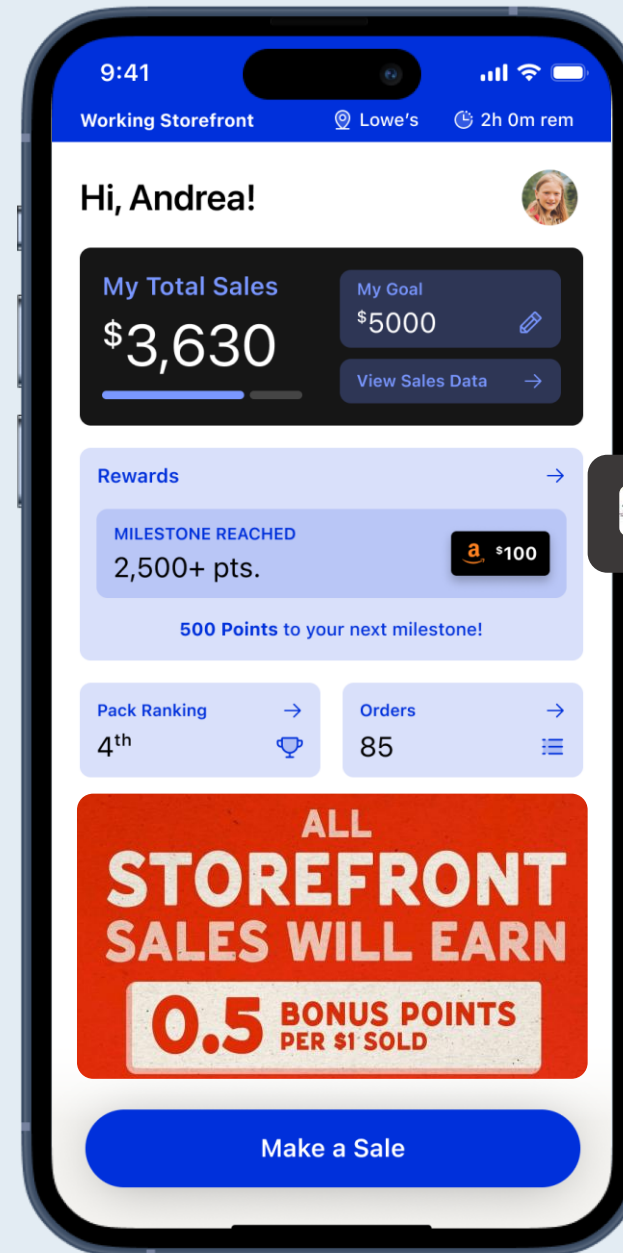
## SCOUT TRAINING


- ✓ Training provided as the Scout uses the app
- ✓ Scouts are prompted with the training they need when they need it





# TRAIL'S END APP NOTIFICATIONS & SALE UPDATES

- ✓ Sale updates in app for all Scouts
- ✓ Push notifications on key reminders



 New storefront shifts now available for sign-up.

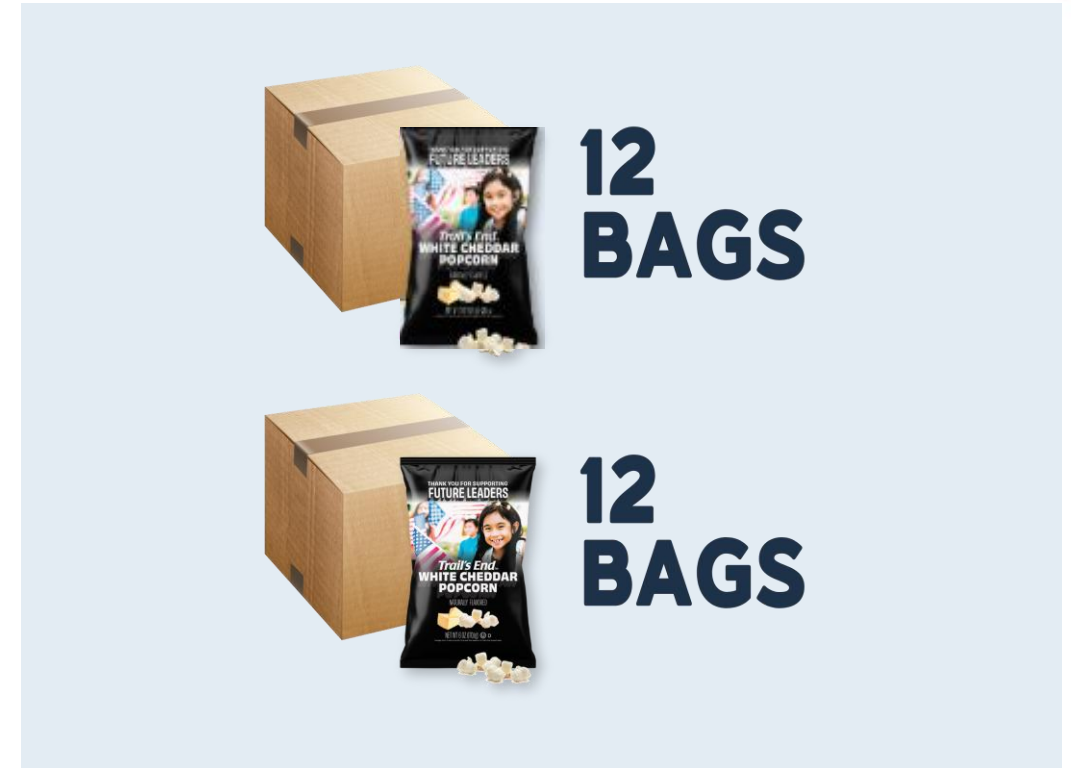
 Your storefront shift is starting in one hour.

 You have a reward available to claim!

# 2025 Trail's End Program



- ✓ 2 free cases for new Unit
- ✓ \$480 retail
- ✓ 100% commission to the Unit

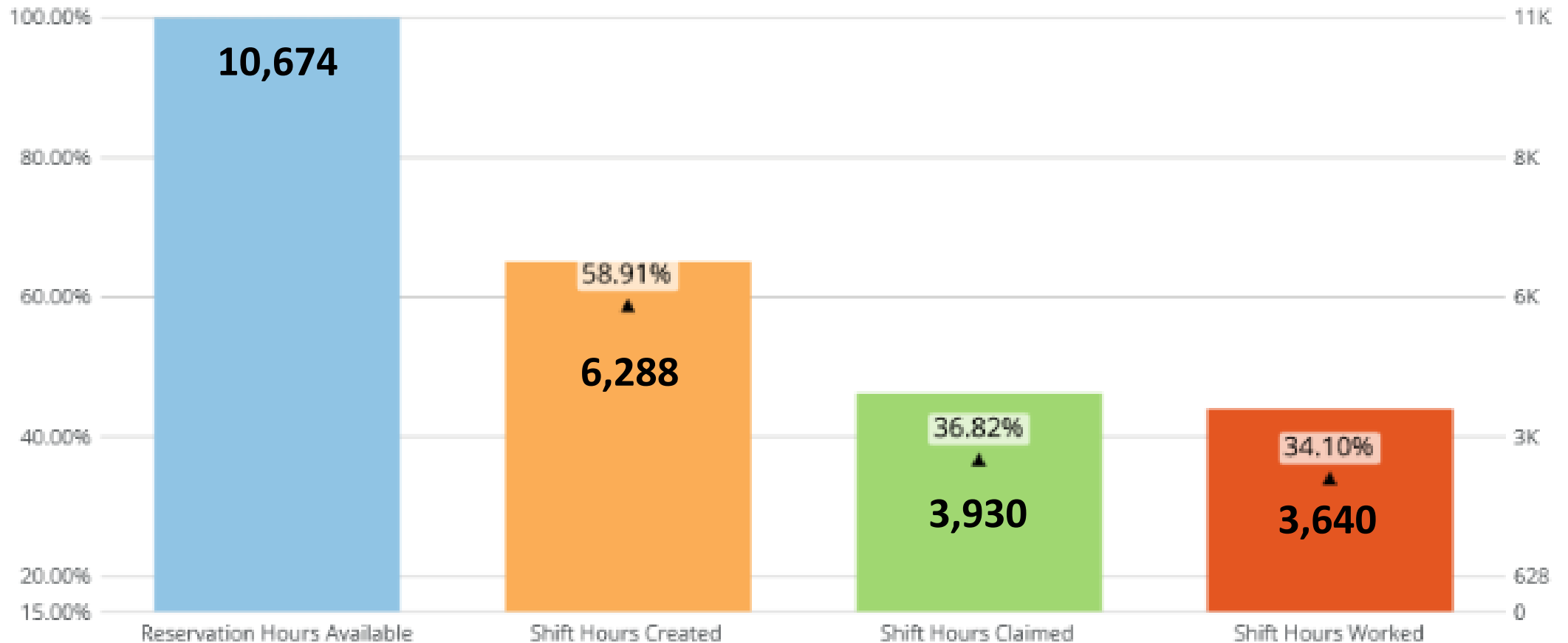


**NO RISK!**  
**NO UPFRONT COST!**

- \$480 of free popcorn for New Units
- Storefronts™ reserved for you

# GGAC 2024 TE Storefronts

Trail's End Booked Storefront Hours





# 2025 STOREFRONT Claiming

*Trail's End*®

	2024 SALES	RESERVATIONS
July 22	\$10k+	4
July 23	All Units	2
July 24	All Units	Unlimited

# 2025 STOREFRONT DIRECTION



## The Power of One Scout per Shift

**Opportunity:** 69% of hours are NOT one Scout

Which one generates more sales per hour?

2 Scouts on  
1 shift

\$152

Or

2 Scouts on  
solo shifts

$\$117/\text{hr} \times 2 = \$234$

**Solution:** More one Scout shifts

# 2025

**Trail's End®**

Product	2025 Price
Kettle Corn	\$20
Popping Corn	\$20
White Cheddar	\$20
Salted Caramel	\$20
RTE Butter	\$20
MW Butter	\$25





*Trail's End*®

Golden Gate Area Council  
Thank You