Trail’s End App

Mobile app for Scouts to track and report real-time storefront, wagon and online sales, accept cash and credit cards, track inventory by Scout and storefront, and schedule Scouts for storefronts.

2018 Proven Test Results: 191 units / 2,300+ Scouts sold $1.9 million and grew 26%.

Benefits for units:
• **NO CREDIT CARD FEES** (paid by TE) – powered by Square.
• Compatible with your Square readers.
• TE to provide and pay for Square readers:
  o For every $10,000+ a unit sold in 2018 – 5 readers.
  o For every $5,000+ unit that registers in UCT – 1 reader.
• Automatically communicates and tracks sales for Scout Rewards.

Benefits for Scouts:
• Every Scout can do credit card sales (20% higher vs cash).
• **INCENTIVE** for Scouts when they record first sale.
Scout Portal
Scout Portal

SALES - FACE-TO-FACE
This is your Scout fundraiser Storefront Sales page.

Storefront Customers

<table>
<thead>
<tr>
<th>Order Number</th>
<th>Date</th>
<th>Location</th>
<th>Amount</th>
<th>Payment Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>123456789</td>
<td>01-12-19</td>
<td>Kroger</td>
<td>$15</td>
<td>Credit Card</td>
</tr>
<tr>
<td>1234567234</td>
<td>01-15-19</td>
<td>Kroger</td>
<td>$20</td>
<td>Cash</td>
</tr>
<tr>
<td>1234569010</td>
<td>01-15-19</td>
<td>Lowe's</td>
<td>$30</td>
<td>Cash</td>
</tr>
<tr>
<td>1234562280</td>
<td>01-20-19</td>
<td>Home Depot</td>
<td>$20</td>
<td>Cash</td>
</tr>
<tr>
<td>1234562500</td>
<td>01-20-19</td>
<td>Whole Foods</td>
<td>$30</td>
<td>Credit Card</td>
</tr>
</tbody>
</table>

Wagon Customers

<table>
<thead>
<tr>
<th>First Name Last Name</th>
<th>Order Number</th>
<th>Date</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beckstrom Williams</td>
<td>123456798</td>
<td>01-12-19</td>
<td>Delivered</td>
</tr>
<tr>
<td>Erika Wilson</td>
<td>1234567234</td>
<td>01-15-19</td>
<td>Delivered</td>
</tr>
<tr>
<td>Chris Naviaux</td>
<td>1234569010</td>
<td>01-15-19</td>
<td>Undelivered</td>
</tr>
<tr>
<td>Fred Fiorello</td>
<td>1234562280</td>
<td>01-20-19</td>
<td>Delivered</td>
</tr>
<tr>
<td>Nicole Debrose</td>
<td>1234569502</td>
<td>01-20-19</td>
<td>Delivered</td>
</tr>
</tbody>
</table>

Storefront Shifts

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Time</th>
<th>Availability</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar 7</td>
<td>Kroger</td>
<td>10am-12pm</td>
<td>2 spots left</td>
<td>Reserve</td>
</tr>
<tr>
<td>Mar 7</td>
<td>Kroger</td>
<td>10am-12pm</td>
<td>0 spots left</td>
<td>Withdraw</td>
</tr>
<tr>
<td>Mar 7</td>
<td>Kroger</td>
<td>10am-12pm</td>
<td>5 spots left</td>
<td>Reserve</td>
</tr>
</tbody>
</table>
Scout Portal

SCOUT REWARDS
Drag and drop the rewards you want to between the Rewards Available and Your Rewards columns below. From there, we'll tell you how much you need to raise to hit your goal.

NEEDS TO BE A CONTENT BLOCK WITHIN THE CMS TO ADD COPY/IMAGE/TABLE HERE TO EDUCATE SCOUTS ON THE NEW PROGRAM.

<table>
<thead>
<tr>
<th>Rewards Available on Amazon.com</th>
<th>Your Rewards to Buy with Your Gift Card</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Name</strong></td>
<td><strong>Value</strong></td>
</tr>
<tr>
<td>Nintendo Switch Lab</td>
<td>$500</td>
</tr>
<tr>
<td>iPhone XR</td>
<td>$1,000</td>
</tr>
<tr>
<td>Skeeball</td>
<td>$35</td>
</tr>
</tbody>
</table>
Unit Leader Portal

INVITE YOUR SCOUTS

LEADER DASHBOARD

Total Unit Sales
$0

Storefront $0
Personal $0
Online $0
Cash $0
Credit $0

Total Unit Sales
Online 38%

0 out of 1 registered Scouts recorded an online order.
0 out of 1 registered Scouts recorded an app order.
10 out of 20 storefront sites shifts have been claimed.

Take these 3 steps to setup your profile.
This copy will need to be editable within the CSS.

HELLO, BRANDON!
TRAINING VIDEOS & ASSETS
Start training and earn your 'TRAINING' badge. Text should be managed within the CMS.

Training Videos
## Unit Leader Portal

### Storefront Sales

<table>
<thead>
<tr>
<th>Site Name</th>
<th>Date</th>
<th>City</th>
<th>Shift Status</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kroger – 96th St.</td>
<td>01/26/2019</td>
<td>Indianapolis</td>
<td>0/5</td>
<td></td>
</tr>
<tr>
<td>Home Depot – Washington Blvd.</td>
<td>01/27/2019</td>
<td>Carmel</td>
<td>2/4</td>
<td>GO!</td>
</tr>
<tr>
<td>Kroger – 96th St.</td>
<td>01/28/2019</td>
<td>Indianapolis</td>
<td>3/5</td>
<td>GO!</td>
</tr>
<tr>
<td>Meijer – Whitestown Blvd.</td>
<td>01/29/2019</td>
<td>Whitestown</td>
<td>0/5</td>
<td>GO!</td>
</tr>
<tr>
<td>Meijer – Whitestown Blvd.</td>
<td>01/30/2019</td>
<td>Whitestown</td>
<td>0/5</td>
<td>GO!</td>
</tr>
</tbody>
</table>

Total Storefront Sales: $750
Storefront Sales Split Individual: $477
Cashed Owed to Unit: $477

Registered Shifts:
Today: 17/20
Tomorrow: 0/5

### Invite Your Scouts

- Email
- Facebook
- Twitter

### Order Popcorn

Hello, Brandon!
## Unit Leader Portal

### Wagon Sales

<table>
<thead>
<tr>
<th>Scout</th>
<th>Wagon Sales</th>
<th>Cash Owed By Scout</th>
<th>Undelivered Orders</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ethan Naviaux</td>
<td>$500</td>
<td>$0</td>
<td>1</td>
<td>Select One</td>
</tr>
<tr>
<td>Stuart Alexander</td>
<td>$500</td>
<td>$250</td>
<td>5</td>
<td>Select One</td>
</tr>
<tr>
<td>Brandon Williams</td>
<td>$500</td>
<td>$350</td>
<td>4</td>
<td>Select One</td>
</tr>
<tr>
<td>Mitch Manders</td>
<td>$500</td>
<td>$400</td>
<td>0</td>
<td>Select One</td>
</tr>
<tr>
<td>Chris Naviaux</td>
<td>$500</td>
<td>$450</td>
<td>0</td>
<td>Select One</td>
</tr>
</tbody>
</table>

Showing 25 of 40 Scouts
Unit Leader Portal
Amazon.com Gift Card rewards managed and digitally redeemed by Scout through Trail’s End.

2018 Proven Results: Over 5,000 Scouts sold in an incentive plan using digitally redeemed gift cards with growth from 3.3% to over 11.6% depending on test!

Benefits for units:
• No collecting orders or distributing prizes.
• Sales tracked by Scouts when selling with app and online.
• Combined traditional and online rewards program – easy to communicate.
• Submit for rewards when your unit is finished selling.
Amazon.com Gift Card rewards managed and digitally redeemed by Scout through Trail’s End.

2018 Proven Results: Over 5,000 Scouts sold in an incentive plan using digitally redeemed gift cards with growth from 3.3% to over 11.6% depending on test!

Benefits for Scouts:
• Can choose prize THEY want on Amazon.
  • No preset prize selection
    • Sellers aged 5 to 18; male and female
    • Over 70% of households are Amazon Prime (free shipping).
• Receive more reward value at every level (see next slide).
• Uncapped levels to incentivize top sellers to keep selling.
## Scout Rewards

<table>
<thead>
<tr>
<th>Sales Level</th>
<th>Amazon Gift Card Amount</th>
<th>Reward % Retail</th>
<th>Scholarship*</th>
<th>Rewards Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$40,000+**</td>
<td>$3,200</td>
<td>8.0%</td>
<td>$1,000</td>
<td>$4,200</td>
</tr>
<tr>
<td>$30,000-$39,999</td>
<td>$2,400</td>
<td>8.0%</td>
<td>$1,000</td>
<td>$3,400</td>
</tr>
<tr>
<td>$25,000-$29,999</td>
<td>$2,000</td>
<td>8.0%</td>
<td>$1,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>$20,000-$24,999</td>
<td>$1,600</td>
<td>8.0%</td>
<td>$1,000</td>
<td>$2,600</td>
</tr>
<tr>
<td>$15,000-$19,999</td>
<td>$1,200</td>
<td>8.0%</td>
<td>$900</td>
<td>$2,100</td>
</tr>
<tr>
<td>$10,000-$14,999</td>
<td>$800</td>
<td>8.0%</td>
<td>$600</td>
<td>$1,400</td>
</tr>
<tr>
<td>$7,500-$9,999</td>
<td>$550</td>
<td>7.3%</td>
<td>$450</td>
<td>$1,000</td>
</tr>
<tr>
<td>$5,000-$7,499</td>
<td>$350</td>
<td>7.0%</td>
<td>$300</td>
<td>$650</td>
</tr>
<tr>
<td>$3,500-$4,999</td>
<td>$225</td>
<td>6.4%</td>
<td>$210</td>
<td>$435</td>
</tr>
<tr>
<td>$2,500-$3,499</td>
<td>$150</td>
<td>6.0%</td>
<td>$150</td>
<td>$300</td>
</tr>
<tr>
<td>$1,500-$2,499</td>
<td>$75</td>
<td>5.0%</td>
<td>$0</td>
<td>$75</td>
</tr>
<tr>
<td>$1,000-$1,499</td>
<td>$45</td>
<td>4.5%</td>
<td>$0</td>
<td>$45</td>
</tr>
<tr>
<td>$750-$999</td>
<td>$30</td>
<td>4.0%</td>
<td>$0</td>
<td>$30</td>
</tr>
<tr>
<td>$500-$749</td>
<td>$20</td>
<td>4.0%</td>
<td>$0</td>
<td>$20</td>
</tr>
<tr>
<td>$350-$499</td>
<td>$10</td>
<td>2.9%</td>
<td>$0</td>
<td>$10</td>
</tr>
</tbody>
</table>

*Scholarship credit is percent based (6%) and not fixed levels

**Scouts receive 8% of their total retail at every additional $10,000 they sell

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**Trail’s End Rewards**

**Earn Bigger Rewards Than Ever Before**

To redeem your Amazon Gift Card, Scouts must have a registered Trail’s End account.

**See more prizes at rewards.trails-end.com**

**2018 Top Sellers**

- **$38,073**
- **$80,017**

**Keep Going!**

- **$900**
- **$2,500**

**No Limit**

- **$1,500**
- **$750**

**Limited Edition**

- **$350**
- **$500**

**Keep the Fun Going!**

- **$15,000**
- **$10,000**

**Annual Card**

- **$7,500**
- **$5,000**

**Amazon.com Gift Card**

- **$500**
- **$350**

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**TRAIL’S END SCHOLARSHIP PROGRAM**

- Shipment and delivery do not affect sales, and do not impact unit sales. **Sale prices subject to change without notice.**

- **NO LIMIT**

- **$15,000**
- **$10,000**

- **$7,500**
- **$5,000**

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**Special Offer**

- **$500**
- **$350**

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**Amazon.com Gift Card**

- **$500**
- **$350**

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**Amazon.com Gift Card**

- **$500**
- **$350**
Online Selling

The #1 online fundraising platform for Scouts. Reach friends & family outside of your community.

2018 Proven Results: Nationally, online continues to grow at 28%.

Benefits for units:
• No risk of excess inventory.
• No handling product.
• No cash collection.
• No extra work!

Benefits for Scouts:
• FREE SHIPPING on all orders
  • 2018 free shipping tests grew 61%.
  • Eliminates consumers’ #1 objection.
• Higher sales - average online sale $73 vs $22 face-to-face.
• More product variety.
• Sales count toward Scout Rewards and Trail’s End Scholarship.
• Access to special TE online promotions and rewards.
Thank You

AMERICA’S POPCORN SALE – FUNDING ADVENTURES!

Trail’s End®