



ONLINE SALES IS EASY TO SET UP



- Log on to: www.Trails-End.com
- Key Things To Know:
 - Council: Mayflower Council
 - District: Post Road, Headwaters, Metacomet, Sachem, Cranberry Harbors

If you are unsure, please check out:
<https://www.mayflowerbsa.org/about/overview/council-districts/>

 - Your Unit (are you a Pack, Troop, Crew)
 - Your Unit Number
 - Town your Unit is from.
 - Everything else is easy – it will guide you thru step by step.
- Don't forget to have some pictures ready!



ONLINE SELLING

- Personalized story
- Simple to setup w/out help
- Goal based & real time
- Digital and social components drive viral possibilities

The screenshot shows the Trail's End website interface. At the top, there are navigation links: "Find a Scout", "Support Your Community", "Support Military", "ABOUT US", "FAQs", and "SUCCESS STORIES". A "REGISTER" button and a "SIGN IN" button are in the top right corner. The main content area features a profile for "John T." with a photo of a boy in a Scout uniform. Below the photo is a "SUPPORT" button. A progress bar indicates "John is 70% of his goal." with a green arrow pointing to 70%. A red "Buy Products" button is located below the progress bar. At the bottom, there are four product listings, each with an "ADD TO CART" button:

- CAMPFIRE BLEND K-CUPS - 32 CT: \$37.50 (with "goes to local Scouting" tag), \$50
- MILK CHOCOLATE PECAN CLUSTERS: \$22.50 (with "goes to local Scouting" tag), \$30
- DONUT SHOP BLEND - GROUND COFFEE: \$22.50 (with "goes to local Scouting" tag), \$30
- PREMIUM CARAMEL CORN WITH NUTS: \$22.50 (with "goes to local Scouting" tag), \$30, and a "BUY 1, GET 1 50% OFF!" offer.

A "See More Products" button is at the bottom center. Red arrows point from the text on the left to the profile photo, the progress bar, and the "Buy Products" button.



ONLINE SALES INCENTIVES



10 for \$10 Promotion

- Units earn a \$10 Amazon e-gift card for each 10 Scouts in their unit with an online sale
- Redemption: Amazon code emailed to unit primary contact monthly
- Qualification Period: January 1 to December 31, 2018

Example:

10 Scouts w/ online sale = \$10

30 Scouts w/ online sale = \$30

Scouts:

- Sell \$300 online in a calendar year and earn 5% of every dollar sold as an Amazon.com Gift Card.
- Disney Orlando trip for two
 - 3 Random winners-Scouts with at least one online sale
 - Top 5 online seller

