

# How To Sell \$1,000 While Social Distancing!

## How to Sell \$1,000 While Social Distancing Sell for 8 hours, fund your entire year of Scouting!

### STEP 1: Create a Trail's End account for your Scout.

- Text APP to 62771 to download the Trail's End App.

### STEP 2: Make a list of 30+ people you know to ask for support.

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook, twitter, etc.).

### STEP 3: Draft your Scout's sales pitch.

- Example: Hi **\*\*customer's name\*\***, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

## **STEP 4: Build your Scout's personalized fundraising page.**

- Once signed into the app, go to Online Direct and then Manage Page.
- Upload a picture of your Scout smiling, preferably in their class A uniform.
- Paste your sales pitch into the About Me section.
- Select your Favorite Product.

## **STEP 5: Ask for support.**

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), text message, email, and more.
- For BEST results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so your customer can complete the purchase.
- Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

## **STEP 6: Ask for support in the neighborhood.**

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

## **STEP 7: Have Fun!**

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# Changes to Council Activity Fee Aug. 1, 2020

Dear Scouting Families,

Families today have many options, but Scouting continues to stand out as a safe and fun atmosphere where a kid can be a kid all while preparing them to become an even better adult.

As we look toward the future of Scouting, the Mayflower Council is committed to providing a wholesome and cost-effective Scouting experience.

Our activity fee is being increased out of necessity to support critical safety components of our organization like youth protection resources, criminal background checks, technology upgrades and insurance coverage rates which have risen substantially over the past few years.

The Mayflower Council staff and board volunteers have worked tirelessly to keep the cost of Scouting as low as possible for our families. Our council is fiscally sound; however, it is crucial that we continuously review our financial structure in order to guarantee the longevity of our local programs.

Over the past three years, our council has maintained the activity fee and subsidized rising core costs – the greatest being insurance coverage – to keep fees as low as possible. Unfortunately, it is no longer possible to subsidize these costs at past levels.

Additionally, COVID-19 coupled with the challenges created by a National BSA bankruptcy, has required our council to consider how these external factors will impact Scouting in the MetroWest and South Shore.

As a result, the Mayflower Council has been forced to make

dramatic changes to expenses because of the decreases in our traditional revenue sources.

## ACTIONS & TRENDS

- Family participation in our annual Investment in Character fundraising campaign has fallen from 16% to only 5%.
- Due to COVID-19 camp restrictions we have absorbed \$406,000 in camp loss of revenue
- We have reduced our expenses by 31%
- The Mayflower Council Staff has been reduced by 10%

The decision to increase our activity fee was not made lightly, but it is necessary to fulfill our promise and continue to offer the level of Scouting our families are accustomed to without any decline in service. Many factors went into increasing the council activity fee and it was imperative that the information was conveyed in a timely manner to our units and families.

The activity fee will allow the Mayflower Council to provide:

- Medical and accident insurance coverage as well as local liability insurance for all registered members.
- Free tent camping at Camp Resolute, Camp Squanto and Nobscot Scout Reservation.
- Camp fees that are as low as possible while enhancing camp properties.
- Free required training course for adult leaders.

For a comprehensive list of how the Mayflower Council supports units and Scouting families [click here](#).

After careful consideration, and approval by the Mayflower Council Executive Board, beginning on August 1, 2020, the activity fee will be increased from \$30 to \$36 per youth member (50 cents per month) in Cub Scouting, Scouts BSA, Venturing and Exploring. (the previous activity fee excluded

Lions, 18 – 21 year old Venturers and Explorers.) The fee will not apply to adult members and will be prorated on a monthly basis. The new fee will not apply to existing members until their unit recharter for 2021.

One hundred percent of the recently increased annual National registration fee goes to the National Boy Scouts of America Council to support Scouting for you. Including: Scoutbook; Youth Protection Training; liability insurance; program development and much more.

If you have questions on the council activity fee or the National BSA membership fee, please do not hesitate to reach out to your district executive or email us at [communication@mayflowerbsa.org](mailto:communication@mayflowerbsa.org).

We thank you for your commitment to Scouting in the Mayflower Council and urge you to continue to be an advocate for Scouting as our programs are preparing thousands of youth across the MetroWest and the South Shore of Massachusetts, for life.

Yours in Scouting,

Mike Rotar  
Council President

Josh Paulin  
Council Commissioner

Bryan Feather  
Scout Executive / CEO

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# Free Square Reader

**If you are a Scout who sold at least \$1,000 in 2019, congratulations!**

Trail's End is awarding you a FREE square reader to help you with your sales in 2020. Be sure to redeem your FREE square reader on your Trail's End App beginning July 1.

- Scouts who sold \$1,000 – \$3,499 in 2019 will receive a Square reader (headphone or lightning).
- Scouts who sold \$3,500 or more in 2019 you will receive a FREE contactless Bluetooth reader.



**CREDIT SALES ARE BEST FOR SCOUTS**  
TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT!"  
*Trail's End pays for all credit card fees!*

- Bigger Rewards – Earn 1.5pts per \$1 sold in the Trail's End App
- Safer – Scouts don't have to handle cash
- Higher Sales – Customers spent 27% more with credit cards vs cash in 2019
- Easier – Parents turn in cash sales with credit/debit payment to their unit
- Hardware – Scouts can accept credit/debit with Square readers or manual entry

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.

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## Scout Entrepreneur Challenge

The first 200 Scouts to hit the goal of \$2,500 in online direct sales from July 1 – August 15 will receive an

additional \$200 Amazon.com Gift Card, and a digital certificate celebrating their accomplishment. To help Scouts explore new ways of selling online Direct and think outside the box, Scouts selling in July and August will receive exclusive access exclusive access to training and webinars from experts in business, marketing, and e-commerce.

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- Direct cart sharing feature so your customer can complete the purchase.
- Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

## **STEP 6: Ask for support in the neighborhood.**

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.

Check your orders daily and follow up at least three times with customers that have not supported. Be sure to thank those that support!

Visit [www.trails-end.com/onlineacademy](http://www.trails-end.com/onlineacademy) for more tips, and FAQ.



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# July 1 – August 15 Promotion – Earn 5%

To qualify your unit must be registered.

**REGISTER HERE**

All Trail's End online direct purchases made during July 1 thru August 15 will earn an additional 5% as an Amazon.com gift card for your unit!

Contact all of your Scouts now and ensure they have created their online account.

### ***Online Fundraising: How it works:***

1. Create Your Online Fundraising Page – It takes less than 10 minutes to register, personalize your Scout page, and start selling.
2. Share with Family and Friends – Our built-in sharing capabilities via email, social, and text message make sharing easier than pitching a tent.
3. Receive Support – Family and friends visit your fundraising page, where the average order value is \$65, and place orders on your behalf.
4. Track Your Online Fundraising Orders – See who's supported your fundraiser, send them thank you emails, and request additional support.

# ONLINE DIRECT

*The safest way of fundraising for Scouts!*



**Safe for Scouts**  
Fundraise from the safety of home.



**Product Variety**  
Traditional products & prices plus more.\*\*



**No Handling**  
Products ship to your customers and all sales are credit.



**Trail's End Rewards\***  
Earn double points for Amazon.com gift cards.

\*Council participation in Trail's End Rewards may vary.  
\*\*Subject to change.

## HOW IT WORKS

### TWO WAYS TO SELL ONLINE

#### SHARE YOUR PAGE



1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

#### TAKE ONLINE DIRECT ORDERS IN THE APP



1. Pick your products
2. Take payment (credit/debit only)
3. Products ship to your customers

## Free Shipping Weekend

**Orders placed from July 3 – July 5 2020 will receive free shipping!**

Scouts share your fundraising page with friends and family or take Online Direct orders in the app to have Trail's End products shipped to your customers. Scouts, you don't have to collect money or deliver products. No hassle fundraising!

Scouts who shared their fundraising page during FREE Shipping Weekend in 2019 saw 60% more sales!

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# New England Scout Shops Opening Soon!



That's right! We're happy to announce the **New England Scout Shop** in the Brickyard Square Plaza located in Southborough has reopened with modified operating hours to help further your Scouting adventure! Over the last several weeks, we have been working hard to implement enhanced safety measures that make yours and our team members safety the top priority!

Effective today, you'll notice the following changes upon entering our location:

- Hand sanitizer is available for customer use in all Scout Shops.
- We've implemented rigorous cleaning routines throughout the day and have temporarily closed fitting rooms.
- Prior to beginning every shift, all team members must complete an Employee Health Screening to ensure they are ready and able to work safely.
- Every team member is provided with facial coverings to use during their shifts and are asked to frequently wash their hands.
- Social distancing markers are placed in every Scout Shop.
- All product returns are being disinfected or quarantined for five business days before returning to the salesfloor.
- We have updated our payment systems to need fewer

signatures and to accept contactless pay to include Apple Pay, Google Pay, and Samsung Pay.

- Plexiglass sneeze guards are installed at checkout points, in areas of the country where required.
- Limited occupancy regulations will be in place in compliance with state and local requirements.

While not mandatory in every Scout Shop, we respectfully request you to follow social distancing and safety protocols recommended by public health officials, including wearing a facial covering when visiting our stores to help protect yourself and our team members.

There's a new way to shop in our stores.

Now that we have re-opened, we are very excited to announce that we've redesigned our in-store shopping experience with your safety and convenience as our main goal.

Effective today, you can purchase any of our 600 Cub Scouts and Scouts BSA Advancement related products online, and have the order gathered, bagged, and set aside for you to either pickup in-store, contactless curbside, or have the items shipped directly to you!

Click on the image below to check it out.



Looking ahead, we will continue to evaluate and modify our safety measures and in-store experience with you and our team members in mind. In the meantime, we're taking this seriously so we can get it right. We cannot wait to welcome you and our Scouting community back to our Scout Shop!

## New England Scout Shop

23 Turnpike Road

Southborough, MA 01772

### Days/Hours of Operation

Monday:	CLOSED
Tuesday:	10:00 – 6:00
Wednesday:	10:00 – 6:00
Thursday:	10:00 – 6:00
Friday:	10:00 – 6:00
Saturday:	10:00 – 1:00

And finally, to help reignite your Scouting adventures, we are working on a one-of-a-kind, **special offer to celebrate our re-opening**. We hope to be able to announce the details in the next day or two. So be sure to check your email and follow us on Facebook for the announcement!



Remember, every purchase made in our store supports the future of local Scouting.



BOY SCOUTS OF AMERICA®

Prepared. For Life.®

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# **2019 Eagle Scout Recognition Ceremony**

**Come celebrate Mayflower Council's  
Class of 2019 Eagles Scouts**

**Thursday, June 18, 7:00pm!**

This event is an opportunity to recognize all of our 2019 Eagle Scout's achievement along with other fellow Eagles. Parents, family & friends are welcome to attend. Join us tonight at 7:00 pm for the first ever virtual Eagle Scout recognition. We will also congratulate our Outstanding Eagle's, VFW Scholarship winner, and announce the Glenn & Melinda Adams National Eagle Scout Association award winner. You can view us live on the the Mayflower Council facebook page or on the Mayflower Council YouTube channel.

Join Virtual on Facebook

Join virtual on YouTube

Click on the image below to down load the event program book.



*Eagle Scout  
Virtual Recognition  
Event*

Thursday, June 18, 2020



BOY SCOUTS OF AMERICA®  
MAYFLOWER COUNCIL

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# **Trail's End Popcorn – Online Direct Selling**





# The NEW Online Direct

## ONLINE DIRECT PROMOTIONS

- **Free Shipping Weekend - July 3 - 5**
  - Scouts who shared their fundraising page during Free Shipping Weekend in 2018 saw 60% more sales!
- **Units Earn 5% of Online Direct sales as an Amazon.com gift card – July 1 - August 15\***
  - \*Unit must be registered to sell by no later than August 15, 2020 to qualify.
- **Scout Online Direct Entrepreneur Challenge**
  - The first 200 Scouts to hit the goal of \$2,500 in Online Direct sales from July 1 – August 15 will receive an additional \$200 Amazon.com Gift Card, and a digital certificate celebrating their accomplishment. To help Scouts explore new ways of selling Online Direct and think outside the box, Scouts selling in July and August will receive exclusive access to training and webinars from experts in business, marketing, and ecommerce.
- **Square Readers for Scouts – redeemed in the Trail's End App beginning July 1:**
  - Scouts who sold \$1,000 - \$3,499 in 2019 will receive a Square reader (headphone or lightning)
  - Scouts who sold \$3,500+ in 2019 will receive a contactless Bluetooth reader
- **Scouts earn DOUBLE points for Amazon.com Gift Cards**



## THE SAFEST WAY OF FUNDRAISING FOR SCOUTS!



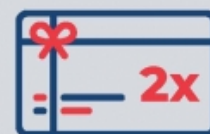
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**BUILD YOUR PLAN TO SELL \$1,000 SOCIAL DISTANCING**  
**Text MYPLAN to 62771 to learn more!**

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# National Recruiting Webinars

Join the National Recruiting Webinars happening this summer. These regular, one-hour sessions will cover topics important to recruiting in 2020, including geofencing, BeAScout.org, Zoom 101, online registration, and much more. Plus, the hosts will answer your questions. Mark your calendars.

Register today!

## ***Schedule:***

June 24 – 8:00 pm: National Recruiting Webinar – Virtual Recruitment Events, Working with Schools

July 9 – 8:00 pm: National Recruiting Webinar, Tech Edition – BeAScout.org, Invitation Manager

July 16 – 8:00 pm: National Recruiting Webinar – Scoutbook 101, “Who’s Zooming Who?”

July 23 – 8:00 pm: National Recruiting Webinar – Geofencing, Search, Social Media, Peer-to-Peer Recruiting

August 6 – 8:00 pm: National Recruiting Webinar – Local PR How-to’s Print, Digital, Video

August 20 – 8:00 pm: National Recruiting Webinar – It’s Not Too Late: Five Things You Should be Doing Now