



## Online Direct Sale

### **What:**

- The Scout shares their popcorn online direct page with friends and family via email, text or social media.
- Use the direct link or the Scout's popcorn ID.
- Popcorn is delivered directly to each purchaser.

### **When:**

- August 1<sup>st</sup> to December 31st.
- Sales from August 1<sup>st</sup> to October 30<sup>th</sup> count toward prizes.

### **Where:**

- Download the app
- Create an account ([scouting.trails-end.com](http://scouting.trails-end.com)) or your unit leader can invite you.
- Use social media to spread the word!

### **How:**

- Orders are paid for when placed by the customer online.
- Orders ship directly to the customer.
- Heroes, Helpers & First Responders donations are also available.
- Additional products are available online.

### **What to Say**

- Customize your page with a picture, favorite product & a short message in the "About Me" section.

Use the icons to manually share your page.

