

Join the \$600 Club



When you sell \$600 – either online, face-to-face, or both – you'll get a cool Zyclone and a patch! Go to scouts.trails-end.com for more information.



NON-PROFIT ORG.
U.S. POSTAGE
PAID
Permit No. 1123
Richmond, VA

Heart of Virginia Council, BSA
4015 Fitzhugh Ave.
Richmond, VA 23230

YOUR M

Get a gift card and ge

- amazon.com \$150 Sell \$2,300
- amazon.com \$110 Sell \$1,800
- amazon.com \$75 Sell \$1,300
- amazon.com \$55 Sell \$1,100
- amazon.com \$40 Sell \$850
- amazon.com \$30 Sell \$650
- amazon.com \$20 Sell \$450
- amazon.com \$15 Sell \$350
- amazon.com \$10 Sell \$250



Sell one item

Get the new Project Popcorn patch or pin.

My Goal Is

\$ _____

Sell O

Online sales cou

Scout Rewa

scouts.trails

to create your a

MISSION

Get the gear you want!



Online!

Count toward your rewards. Go to scouts-end.com and create your account today!

BONUS REWARDS!

Sell \$100

In Military Donations

Sell \$100 in Military Donations and earn this commemorative patch.



Sell \$600

Get the ZYCLONE and a patch!



Sell \$1,500



You'll get a BONUS \$50 gift card!

Sell \$2,500

6% of your total sales each year is invested in your own scholarship account.



Guidelines: 1) Rewards earned are based on individual sales. NO combining of sales with other Scouts. (2) Each Scout may select one reward from the sales level reached, plus a patch or pin. (3) Turn in your reward order when you turn in your popcorn order. All orders and additions must be submitted through the council. (4) All rewards, \$100 Military Club, \$600 Club and \$1500 Club will ship to your unit leader. (5) Rewards are subject to demand and availability. If a reward is no longer available, Trail's End reserves the right to substitute a reward or gift card of equal or greater value.

Amazon.com is not a sponsor of this promotion. See complete details on the back page of this guide. Trail's End is not affiliated with Wal-Mart Stores, Inc. or any of its affiliates. The services products, or activities of Trail's End are neither endorsed nor sponsored by Wal-Mart Stores, Inc. or its affiliates.



Send Popcorn to our Troops.

Check the \$90 Gold Donation Level or the \$30 Silver Donation Level to send popcorn treats to our military and their families.

- \$50 Military Donation
- \$30 Military Donation
- Sweet & Savory Collection
- Cheese Lover's Collection
- White Chocolatey Pretzels
- Choc. Triple Delight
- TopK Kettle Corn
- TopK Unbelievable Butter
- TopK Butter Light
- Caramel Corn Ahm/Cas/Pec
- Caramel Corn

NAME	STREET ADDRESS	PHONE/EMAIL	\$50	\$30	\$40	\$30	\$25	\$20	\$20	\$16	\$16	\$16	\$10	AMOUNT DUE	DELIVERY DATE
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SCOUTS' NAME _____ DEN / PATROL _____

TOTAL ONLINE SALES _____ + TOTAL SALES THIS FORM _____ = **My Rewards Total**

REWARD CHOSEN:

	\$50 MILITARY DONATION		\$30 MILITARY DONATION		SWEET & SAVORY		CHEESE LOVERS		WHITE PRETZELS		CHOC. TRIPLE DELIGHT		18PK AMERICA'S BUTTER		18PK BUTTER LIGHT		CARAMEL ALMOND CASHEW		CARAMEL CORN
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To see full nutritional information for all Trail's End products visit trails-end.com

Better flavor.
Better for you.
Better for Scouts
in your community.

Over
70%
goes to local
SCOUTING

Made with
Canola Oil*
0g trans fat



Trail's End

Over 70% goes to local Scouting

NOW
made with
Canola Oil*

0g
trans fat

NEW
resealable
packages

Better flavor.

Over
70
years goes to
SCOUTS



POPCORN FOR OUR TROOPS

Donate a gift of
popcorn to the men
and women serving
our country.

\$50 Gold
Donation
Over **\$35** to local Scouting

\$30 Silver
Donation
Over **\$21** to local Scouting



New!



WHITE CHOCOLATEY PRETZELS 20oz.

- 0g trans fat †
- No hydrogenated oils

\$25
Over **\$17⁵⁰** to local Scouting



KETTLE CORN 18-pack

PER BAG POPPED

- 0g trans fat
- 2g saturated fat
- 250 calories

\$20
Over **\$14** to
local Scouting



CHOCOLATEY TRIPLE DELIGHT™ 20oz.

- No hydrogenated oils
- Low sodium

\$20
Over **\$14** to local Scouting



All products, except Microwave Popcorn (which contains milk ingredients only), are produced in a plant that manufactures and handles products with peanuts, tree nuts, wheat, soy, and milk.



Better for you.



trails-end.com

SWEET & SAVORY COLLECTION

- Chocolatey Triple Delight 20oz.
- Butter Toffee Caramel Corn 20oz.
- Cheddar Cheese Corn 7oz.

- New and improved flavor
- No hydrogenated oils
- Comes in gift box

\$40

Over **\$28** to local Scouting



CHEESE LOVER'S COLLECTION

- Cheddar Cheese Corn (two 7oz. packages)
- White Cheddar Cheese Corn (one 7oz. package)

- Made with Canola Oil
- Made with real cheese
- Comes in gift box

\$30

Over **\$21** to local Scouting

Made with Canola Oil



UNBELIEVABLE BUTTER™ 18-pack

PER BAG POPPED

- 0g trans fat
- 2g saturated fat
- 260 calories

\$16

Over **\$11²⁰** to local Scouting



BUTTER LIGHT 18-pack

PER BAG POPPED

- 0g trans fat
- 1g saturated fat
- 220 calories

\$16

Over **\$11²⁰** to local Scouting



CARAMEL CORN WITH ALMONDS, CASHEWS AND PECANS 26oz.

- 0g saturated fat†
- 100% whole grain

\$16

Over **\$11²⁰** to local Scouting



CARAMEL CORN 11oz.

- 0g saturated fat†
- 100% whole grain

\$10

Over **\$7** to local Scouting



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CARAMEL CORN 1 1oz.

- 0g saturated fat†
- 100% whole grain

\$10

Over **\$7** to local Scouting

SELL ONLINE

AND REACH YOUR GOAL FASTER!

All online sales starting **August 1** count toward your Scout Rewards.



**GET ONLINE
IN OCTOBER**

Sell **\$500** online in
October and get a **bonus**
\$20 Amazon.com
Gift Card!*

When you sell
online, Trail's End
ships product
directly to your
customers!

Over
70%
goes to local
SCOUTING

START SELLING ONLINE TODAY!

STEP 1: Go to scouts.trails-end.com to sign in or create an account.

STEP 2: Go to the **Send Emails** page to send emails to your customers.
Don't forget to follow up!

STEP 3: Go to **Track My Online Sales** to see who has made a purchase.

To find out more, go to
facebook.com/trailsendpopcorn



WHEN YOU SELL FACE-TO-FACE:

- ALWAYS sell with another Scout or with an adult.
- NEVER enter anyone's home.
- NEVER sell after dark unless you're with an adult.
- NEVER carry large amounts of cash.
- ALWAYS walk on the sidewalk and driveway.
- ALWAYS wear your uniform.
- ALWAYS smile and introduce yourself.
- ALWAYS tell your customers why you're selling popcorn.
- ALWAYS know the different kinds of popcorn you're selling.
- ALWAYS say "Thank you!"
- ALWAYS make a copy of your order form for next year.

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