



RECOMMENDED COMMUNICATION SCHEDULE

- Units email ALL Scout families Wednesday, September 9
- Units post on all social media channels Wednesday, September 9
- Scouts share with all friends and family via email, text, and social media starting 8pm EDT Thursday, September 10
 - *Share at least daily for three days, and tag friends and family in your posts.*
 - *Social Media Channels: Facebook, Twitter, Instagram, LinkedIn, Pinterest, etc.*



EMAIL TEMPLATE: UNIT TO SCOUT FAMILY

Subject: \$30+ Free Shipping Starts at 8pm EDT September 10

The **insert council name** in partnership with Trail's End Popcorn will be offering **FREE SHIPPING** for all orders over \$30 starting at 8:00PM (EDT) on September 10 and lasts at least until 8:00PM (EDT) on September 17. This is a great opportunity for Scouts to share their online fundraising page with friends and family via social media, text and email to help support their Scouting adventures. Don't forget, Scouts can now record Online Direct orders in the Trail's End App which is great for face-to-face and over-the-phone selling!

Use these ready-made graphics to get the word out on the \$30+ Free Shipping promotion:

- [Free Shipping Over \\$30 SCOUT FB Share and Email Block \(large\)](#)
- [Free Shipping Over \\$30 SCOUT Instagram Story](#)
- [Free Shipping Over \\$30 SCOUT Instagram Post](#)
- [Free Shipping Over \\$30 SCOUT FB Share and Email Block](#)

ONLINE DIRECT BENEFITS FOR SCOUTS:

- Scouts earn 2 points for every \$1 sold through the Trail's End Amazon Rewards program. Scouts earn more rewards selling online!
- Contactless which is safe for selling.
- No products to handle – ships directly to customers.
- Free credit card processing.
- Easy to share and track orders with Trail's End App.

HELPFUL RESOURCES FOR SCOUTS

- [How to Sell \\$1,000 While Social Distancing](#)
- [App Quick Start Guide](#)
- [Trail's End Rewards Flyer](#)

For more helpful resources, check out the Training section in your Trail's End Scout account.

TEXT APP TO 62771 TO DOWNLOAD THE TRAILS END APP. START SELLING TODAY!



UNIT SOCIAL POST:

\$30+ FREE SHIPPING to fund your adventures with Trail's End Popcorn! Free shipping starts at 8:00PM (EDT) on September 10 and lasts at least until 8:00PM (EDT) on September 17. Text APP to 62771 to download the Trail's End App. Ready, set, START SHARING with your family and friends!

Social Graphics:

[Free Shipping Over \\$30 FB Share and Email Block \(large\)](#)

[Free Shipping Over \\$30 Instagram Story](#)

[Free Shipping Over \\$30 Instagram Post](#)

[Free Shipping Over \\$30 FB Share and Email Block](#)