



# PACK 442

## 2024 FUNDRAISER INCENTIVES

### TWO FUNDRAISING PROGRAMS AND INCENTIVES: POPCORN + CUVÉE COFFEE

It's time to get motivated and earn some great incentives! There **are two products we sell with two different incentive programs** for each to help you meet the **pack goal of \$300/Scout**. The BSA Popcorn program is sold through 'Trail's End' and all incentives are done through that system. Coffee is sold through a partnership we have with Cuvée and the incentives we offer on that are done through the Pack.



**CUB SCOUT SALES GOAL: \$300**

#### OVERVIEW

The goal for all scouts is to reach \$300 in sales. This can be reached via any combination of popcorn and/or coffee sales, or by a \$200 Pack donation (separate of the Trails End program). The incentives for reaching this goal are identified under each program.

#### DEN INCENTIVES

We encourage all Scouts to participate. For all Dens where **every member participates and meets their \$300+ fundraising goal (or \$200 Pack donation)**, each member of that Den will receive a \$10 Amazon Gift card in addition to any incentives earned through the popcorn or coffee programs.

#### EARLY BIRD BONUS

Join us at our **Fundraiser Kick-off and Spirit Night at Craig O's on September 12th**. Come and purchase coffee or popcorn in the amount of your goal to sell (\$300) and receive an additional \$10 Amazon Gift Card incentive bonus.

#### STOREFRONTS

The top selling shift each day at storefronts will qualify for a \$5 Bahama Bucks gift card that will be awarded at the next pack event.

#### SALES TRACKING

Each Scout's sales will be tracked and updated frequently. This will be shared out via email.

#### FUNDRAISER QUESTIONS?

More Information

[www.lakewaycubscouts.org/fundraiser](http://www.lakewaycubscouts.org/fundraiser)

#### POPCORN

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#### COFFEE

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### POPCORN INCENTIVE PROGRAM

Trail's End provides rewards points that are applied towards an Amazon Gift Card. The way to earn points and the redemptions are listed below. In addition to individual popcorn sales, Scouts are encouraged and incentivized to sell popcorn at our store front sales locations to meet their goals.

### POINTS PROGRAM FOR POPCORN INCENTIVES

#### EARN POINTS\*

##### App Credit/Debit Card & Online

**1.25 pts per \$1 sold**  
Trail's End pays all transaction fees!

##### Cash

**1 pt per \$1 sold**

##### Cash to Credit™ (NEW)

Earn an additional **0.25 pts per \$1 cash converted** (split between Scouts working at the store that day) by using your card and keeping the cash



[more info here](#)

### POPCORN STORE FRONT SALES EVENT INCENTIVES

To encourage teamwork, Scouts will work together at sales events to sell the most per scout during each 1-hour time slot. All Scouts in the winning time slot will each earn a \$5 Bahama Buck's gift card as a sweet reward. Winning teams will be awarded at the next pack event!

#### 2024 Trail's End Bonus Rewards\*

- Sell \$500/hour per Scout for any 2hr storefront shift or longer and earn 0.5 bonus points per \$1 sold.
- Sell \$250+ online (July 1- Aug 31) and earn 100 bonus points.

#### Pack 442 Bonus Rewards

- Any scout selling who earns 750 points or more in popcorn will earn an additional \$10 reward (Amazon Gift Card) from the Pack.

POINTS	E- GIFT CARD Delivered by Trail's End
17,500+	10% of Points
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

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### COFFEE INCENTIVE PROGRAM

#### COFFEE SALES INCENTIVES

This year, coffee will be sold on an individual basis (sales events at store fronts are for popcorn sales only and do not apply to the coffee incentives program).

Once a Scout meets their sales goal of \$300 in total coffee sales, they start earning money toward an Amazon Gift Card. These rewards are based on their total **coffee sales and/or direct pack donations only**. Popcorn rewards are separate through Trail's End. Scouts will receive 5% back of their total coffee sales (in \$100 tiers) in an Amazon gift card once they reach the \$300 goal. For example, if \$300 in coffee is sold, they will receive \$15 in gift card reward.

#### PURCHASES & DONATIONS

- Scouts will get immediate credit for their coffee sales at the time of purchase.
- Donations directly to the pack and collected outside of Trail's End (Hero's and Helpers) will also be applied toward this incentive program.
- Individuals and/or dens that want to create mini-neighborhood store fronts (i.e. during neighborhood events, garage sales or neighborhood areas) are encouraged to do so! Work with Alyssa on inventory and timing.



#### Example of 5% After \$300 Goal

Amount Sold	Gift Card Total
\$0 - \$299	\$0
\$300 - \$399	\$15
\$400 - \$499	\$20
\$500 - \$599	\$25

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More Information

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