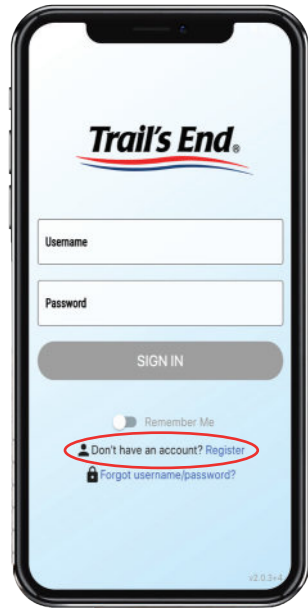


# THE TRAIL'S END APP

Available in the Apple and Google Play Store  
Text APP to 62771 to download.

Required to register:

Council: \_\_\_\_\_ District: \_\_\_\_\_ Unit: \_\_\_\_\_



## 1 Sign In or Register an Account

- Use your account from last year!
- If you need to change your unit, go to Settings from the side menu. Select "Change Unit."

## 2 Start Selling!

- Record ALL sales in the app - Online Direct, Storefront, Wagon/Take Order.

### Multiple Kids?

- Each kid must have their own registered account, even siblings.
- The same email can be used for multiple accounts.
- Toggle between accounts within the app by clicking the name dropdown at the top of the screen.

## ACCEPTING CREDIT CARDS

Everyone can accept debit and credit cards for free. While not required, Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

**Manual Entry (no reader)** - Type in the customer's card information.

**Magstripe Reader (Android)** - Swipe reader plugs into headphone jack.

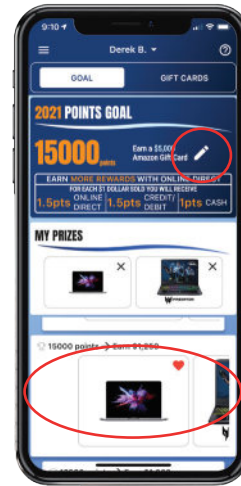
**Lightning Reader (Apple)** - Swipe reader plugs into lightning jack.

**Bluetooth Reader** - Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, and NFC (contactless) cards.



**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.**

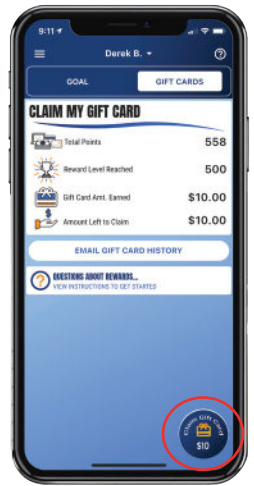
## TE REWARDS: SET A GOAL, CLAIM GIFT CARD



**1 Set Goal:** Scroll up or down and tap to select prizes at different levels or manually enter your goal.

**2 Track Progress:** Check how close you are to reaching the next rewards level in the app.

**3 Claim Gift Card:** Once your leader submits the unit's Rewards order and you have a gift card amount available, tap the claim button to email your Amazon.com Gift Card.



## HIT YOUR GOAL USING ALL SELLING METHODS



Online Direct



Wagon



Storefront

### Online Direct (Two Ways) - Virtual Store:

Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers.

**Kid Recorded:** Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.

**Wagon** - Face-to-Face, to friends and family, or parent's workplace. Orders can be marked delivered or undelivered if no product on hand.

**Storefront** - Register and record sales for shifts set up by the unit. Booths are set up with product in front of high foot traffic areas around your community.

## HAVE QUESTIONS? GET ANSWERS.

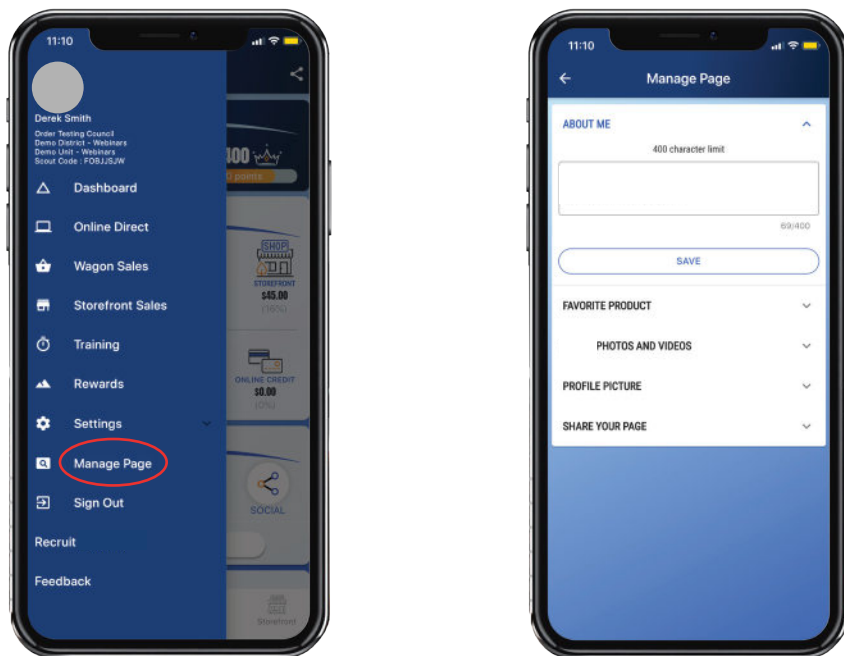
• Email [support@trails-end.com](mailto:support@trails-end.com)

• Visit the Support Portal of FAQs at [support.trails-end.com](http://support.trails-end.com)

• Get peer support 24/7 in the Trail's End Parent Facebook Group  
[www.facebook.com/groups/TEParents](http://www.facebook.com/groups/TEParents)

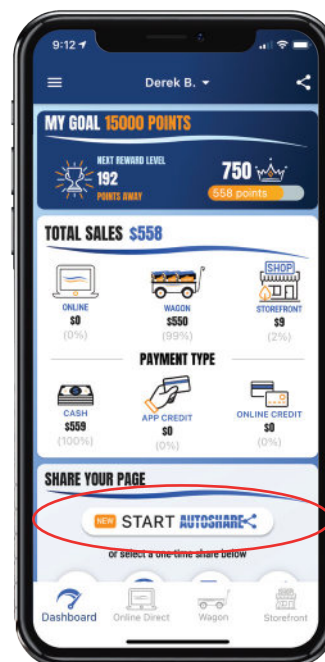
\*Screenshots subject to change

## MANAGE YOUR PAGE



**Tip:** You can update your profile picture, select a favorite product, write an "About Me" section, upload other pictures and share your page all through the Manage Page section.

## SHARE YOUR PAGE



### NEW FEATURE - AUTOSHARE:

Fundraising just got easier! Load contacts straight from your device! Contacts will receive emails and/or text messages at preset intervals over the timeframe you specify, asking them to support your online fundraiser. A direct link to your fundraising page is also included in the communication. Customers have the option to stop receiving these messages at any time.

**When prompted, be sure to allow the app access to your device's contacts. This is required in order to use the Autoshare feature.**



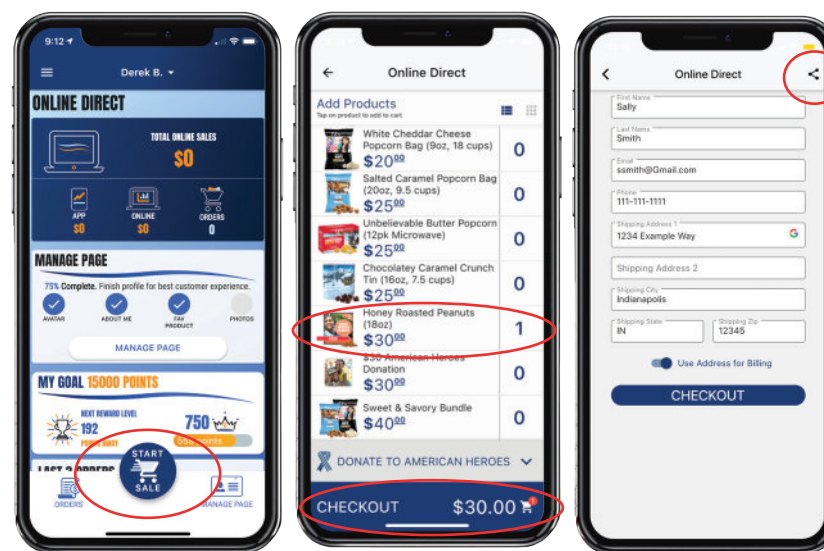
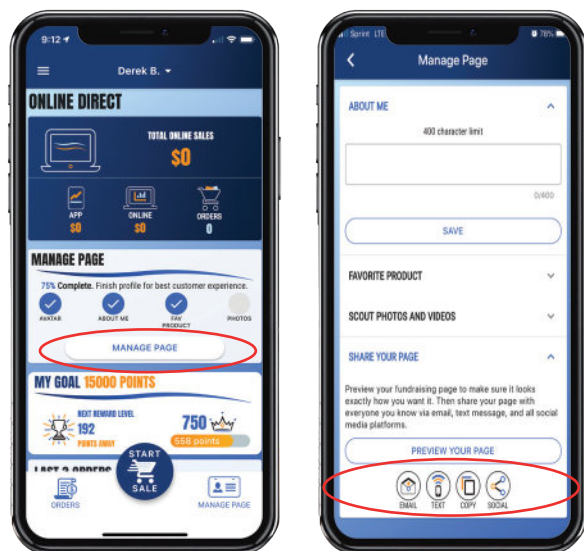
**Tip:** You can also manually share your page using the above share icons, located on the main Dashboard, the Manage Page section, or the bottom of the Online Direct section. Allowing contact access is not required for these share methods.

## ONLINE DIRECT: HOW IT WORKS

### TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

**Virtual Store:** Share your fundraising page via email, text, or social media. Customers click your link to place online orders and products ship to your customers.

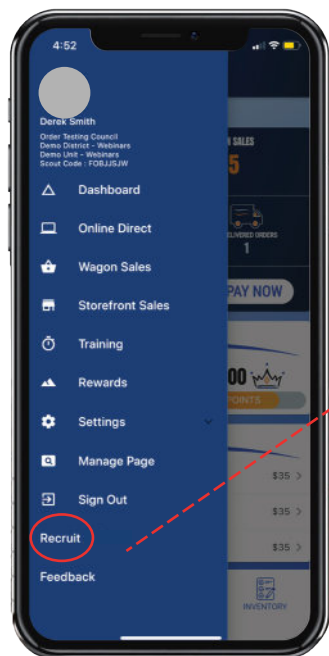
**Kid Recorded:** Record customer orders in the Trail's End App. Take payment (credit/debit only) and products ship to your customers.



**Text Cart Feature:** Learn more on the next page!



## RECRUITMENT

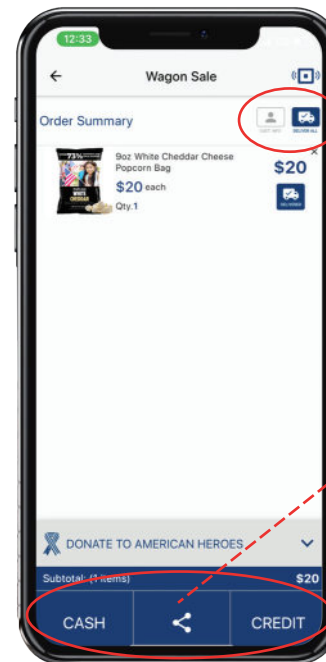
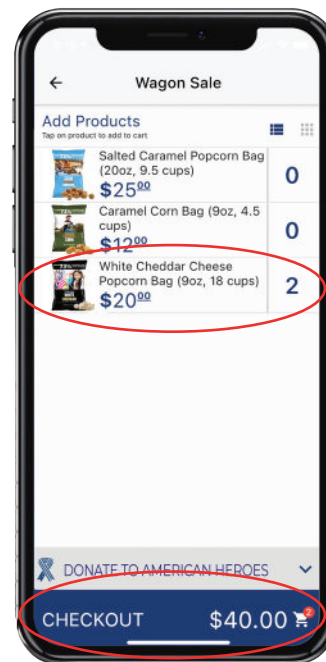
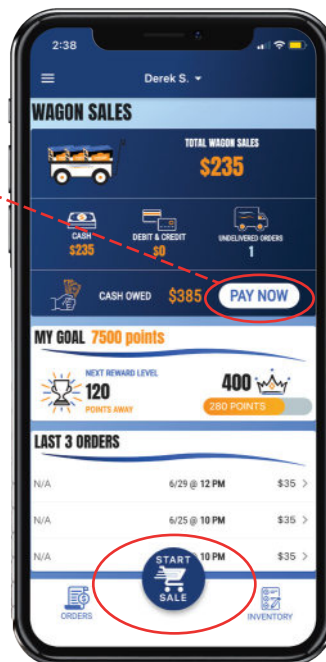


**Tip:** The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their unit.

**Tip:** The Recruit feature allows your unit to collect contact information from families interested in joining the program while selling popcorn. When the form is completed, an email is sent to the leader of the unit, your council, and the recruit gets a link for more info.

It's an impactful program that's attractive to families and helps you gain membership!

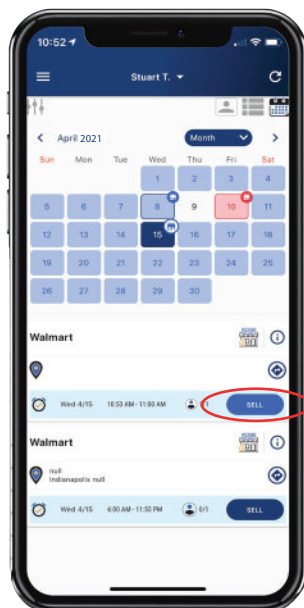
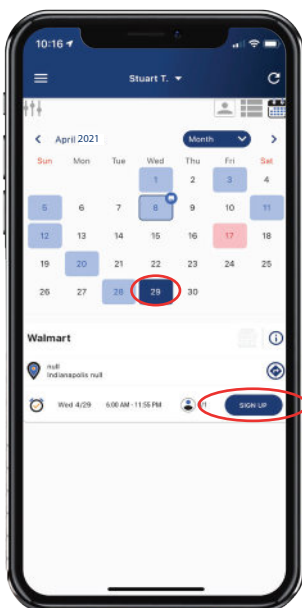
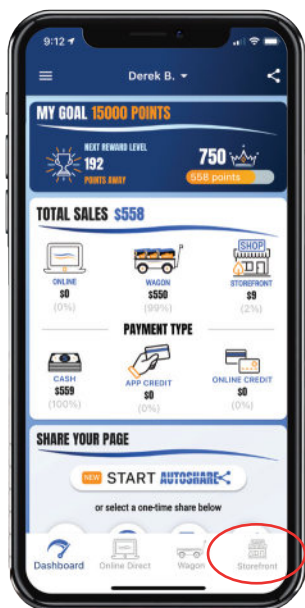
## RECORD A WAGON SALE



**Tip:** The Text Cart Feature is located on the order summary screen in the checkout process between the cash and credit buttons and is available for **all selling methods**. This feature allows for socially distant payments by sending a link via text to a customer so they can complete the purchase on their phone with a credit or debit card.

**Tip:** Marking an item as "Undelivered" means you plan to return with product later. **Be sure to record the customer info for undelivered items so you know where to deliver the product later!** Lastly, don't forget to update the status when delivered!

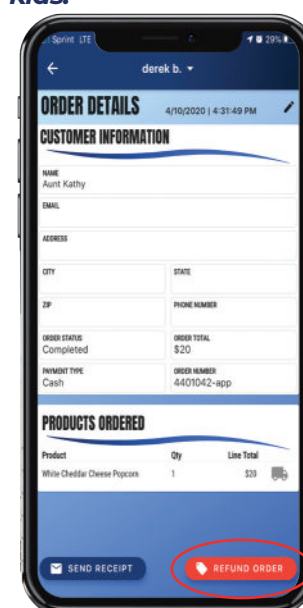
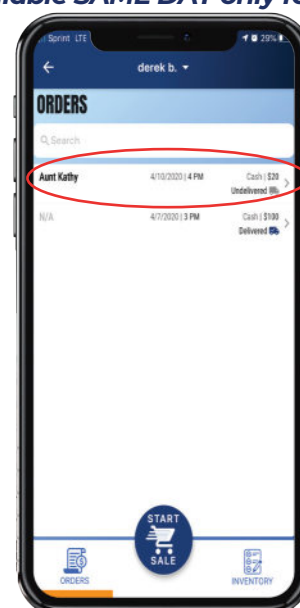
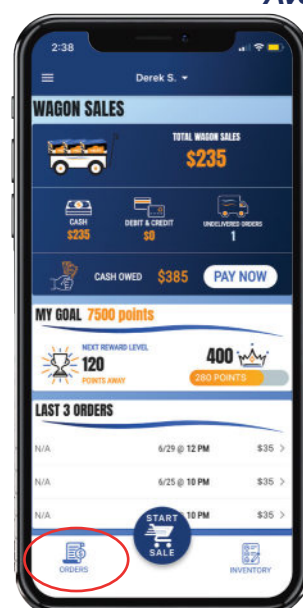
## SIGN UP FOR A STOREFRONT SHIFT



**Tip:** Storefront site and shift availability is managed by your unit leader. Reach out to them if you believe information is missing or incorrect.

## ISSUE A REFUND

Available SAME DAY only for kids.



**CAUTION:** Use caution when refunding credit/debit card orders! Trail's End does not store card information so this action cannot be undone.

*\*Screenshots subject to change*