



ONLINE DIRECT SELLING

HOW IT WORKS

- Download the Trail's End App (Text APP 62771) to and download the APP, or register at www.trails-end.com
- Scouts create their online direct fundraising page - It takes less than 10 minutes to register, personalize a Scout page, and start selling. Register at www.trails-end.com



- If a Scout already has an online account, he/she will use it and not create a new account.
- Scouts share with family and friends - The built-in sharing capabilities via email, social, and text message make sharing easier than pitching a tent.
- Receive support - Family and friends visit the Scout's fundraising page, where the average order value is \$73, and place orders on Scout's behalf.
- Track online direct fundraising orders - Scouts see who has supported their fundraiser; send them thank you emails and request additional support.

Benefits of Online Direct...

- **Contactless selling**
- **No handling of product or money**
- **Customer enters their info on their personal device**
- **ONLINE PRODUCTS ARE AVAILABLE YEAR-ROUND: www.trails-end.com/store**

ONLINE DIRECT FAQs

Q: Are products online the same as the products on my paper order?

NO - In fact there are many more products online for a customer to choose from than in years past. Several products are EXCLUSIVE to Online like peanuts, coffee and jerky.

Online prices are the SAME PRICE nationwide.

Q: Will Online Direct sales made on/after July 1—October 28th count for prizes/rewards?

Yes – all rewards from the Council will count for prizes/rewards beginning July 1

Q: Are we taking credit cards for sales this year?

Yes

No Fees if the App is used

Q. Is there a charge for Online Direct shipping?

Various free and reduced shipping promotions will be conducted throughout the sale.

A minimum order of \$65.00 receives free shipping, paid for by Trail's End.

CONTINENTAL US ONLY, EXTRA CHARGES AND EXCLUSIONS MAY APPLY

Q. Does a Scout earn more points towards Amazon Gift eCards?

Yes, all Online Direct sales earn 1.25 points towards Amazon Gift eCards.

Have additional questions — www.trails-end.com/online-direct