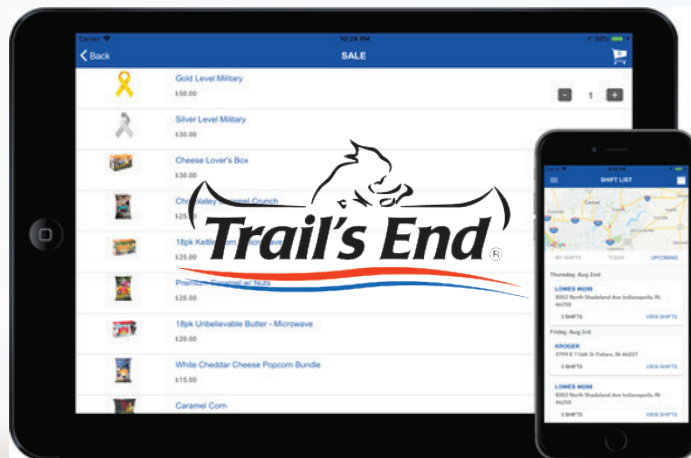


A LOOK AHEAD... COMING IN 2019

NEW Trail's End App

The only Scout fundraising mobile app that lets you schedule Scouts for storefronts, track storefront and wagon sales, accept cash and credit cards, and manage unit inventory.

Saving you time!



KEY BENEFITS:

- Credit card ability in every Scout's hands
 - Credit card sales 20% higher than cash sales
 - Square payment processing with swipe capability
 - Dedicated site for units to order card readers
- **FREE** credit card processing
- Trail's End provided Square readers for
 - Scouts that sold \$3,500+
 - Every \$5,000+ unit that registers in the UCT
 - 5 readers for every \$10,000 a unit sold in 2018
- Real-time, sales & inventory visibility for every unit and Scout
- Better historical sales at every level



PROVEN RESULTS:

- Piloted by 114 units, 2,300+ Scouts, and 560+ storefront sites in 2018
- Over \$1.8 million in sales logged by Scouts
 - \$1.4M cash sales
 - \$490k credit sales
- 96% of leaders and 92% of Scouts would sell with the app again

Features for unit leaders:

- Invite Scout families to create accounts
- Create, schedule, and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and Scouts
- View real-time, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales



Features for Scouts:

- Scout incentive for downloading the app and registering an account
- Sign-up for unit scheduled storefront shifts
- Record cash and credit card sales at storefronts and for wagon sales
- Goal setting and tracking, with rewards info and promotion
- Built-in credit card processing
- Gamification - earn digital patches

