ONLINE SALES –
A TUTORIAL

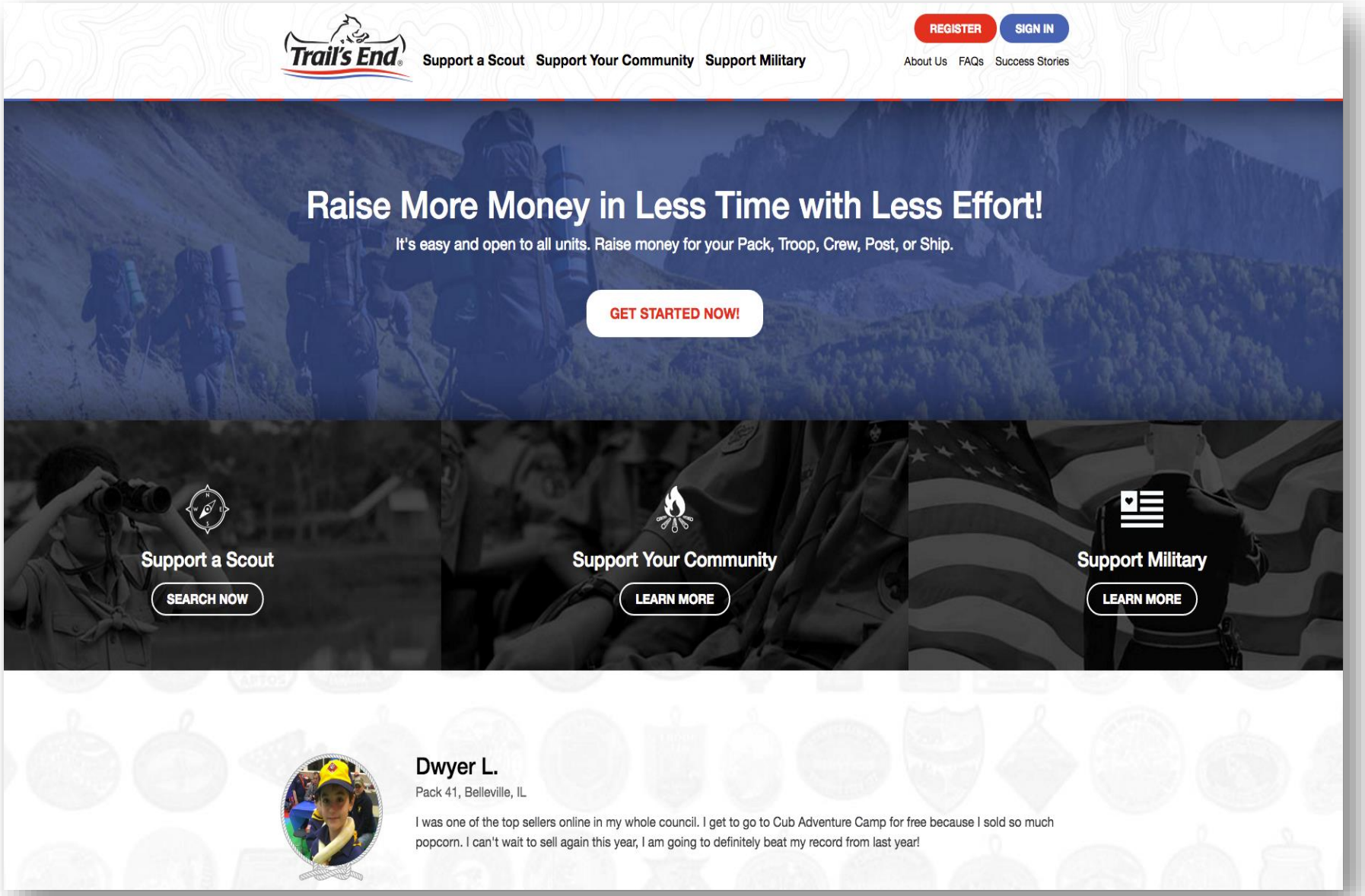
Trail's End®

Over 73% goes to local Scouting

The NEW Trails-End.com

Welcome to the new Trail's End website! We really think the new design and functionality will be a great experience for you and your fundraiser supporters (consumers).

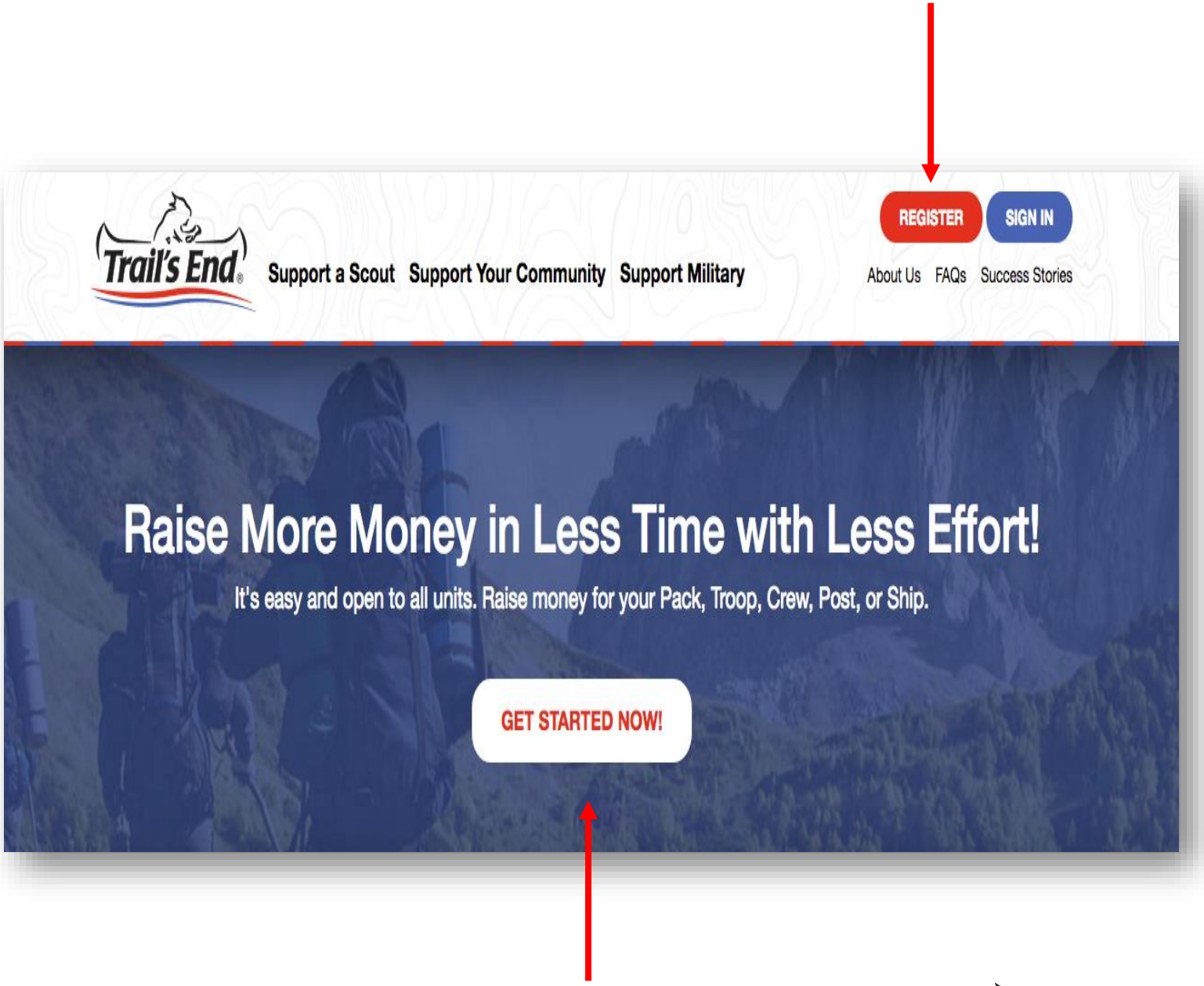
We invite you to not only register an account, but check out the rest of the site: Success Stories, About Us, FAQs, & more!



Step 1:

The first step in the registration process is clicking “REGISTER” in the top right-hand corner.

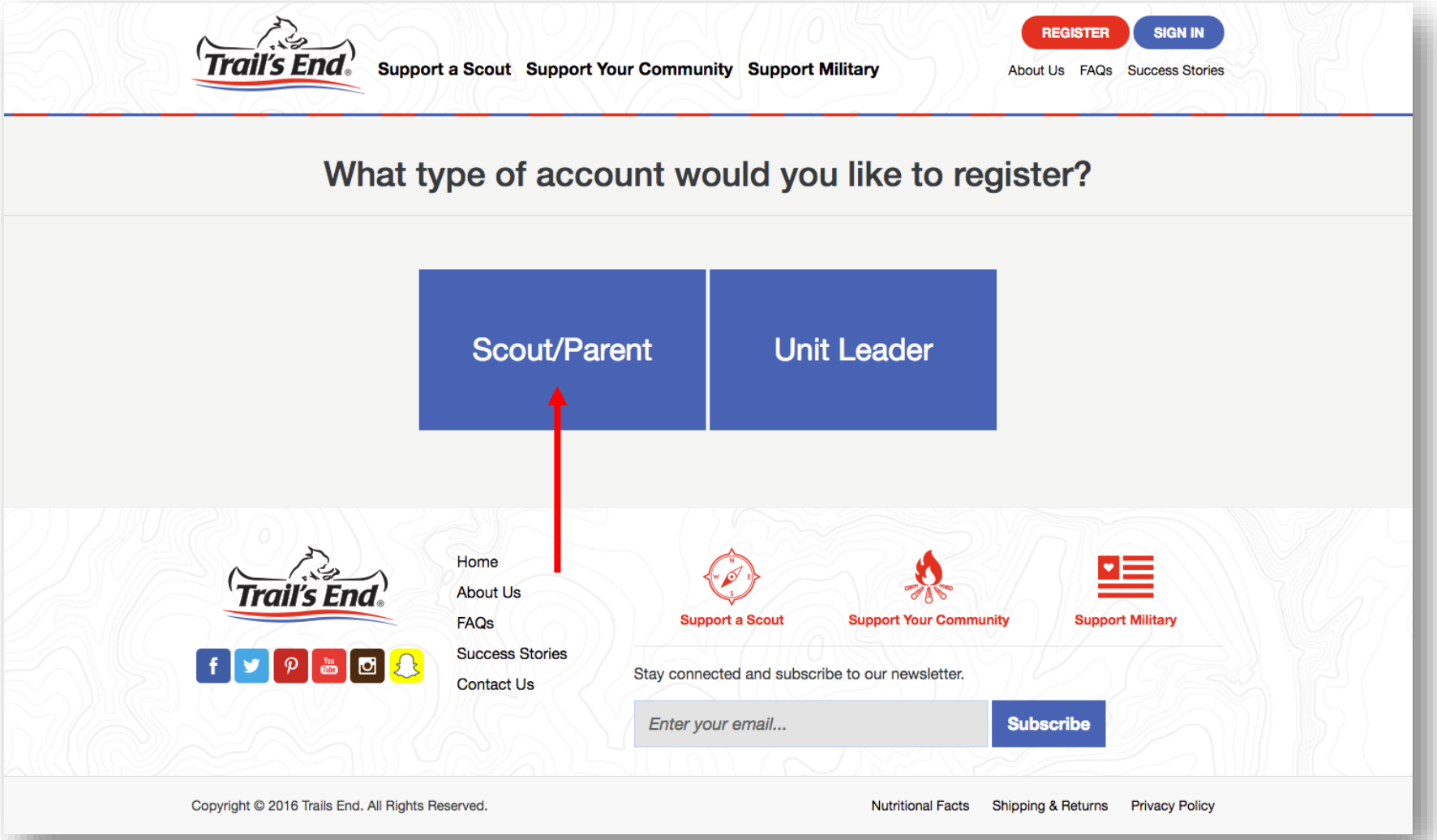
You may also click on the “GET STARTED NOW” button, but that content might change over time.



Step 2:

The second step in the registration process is selecting the type of account you would like to register.

Click “SCOUT/PARENT”



Step 3:

The third step in the registration process is selecting whether you are under or over the age of 13*.

- If you are under the age of 13, click “Yes”
- If you are over the age of 13, click “No”

*This is an important step in the Trail’s End Scout registration process for us to ensure we are complying with COPPA.

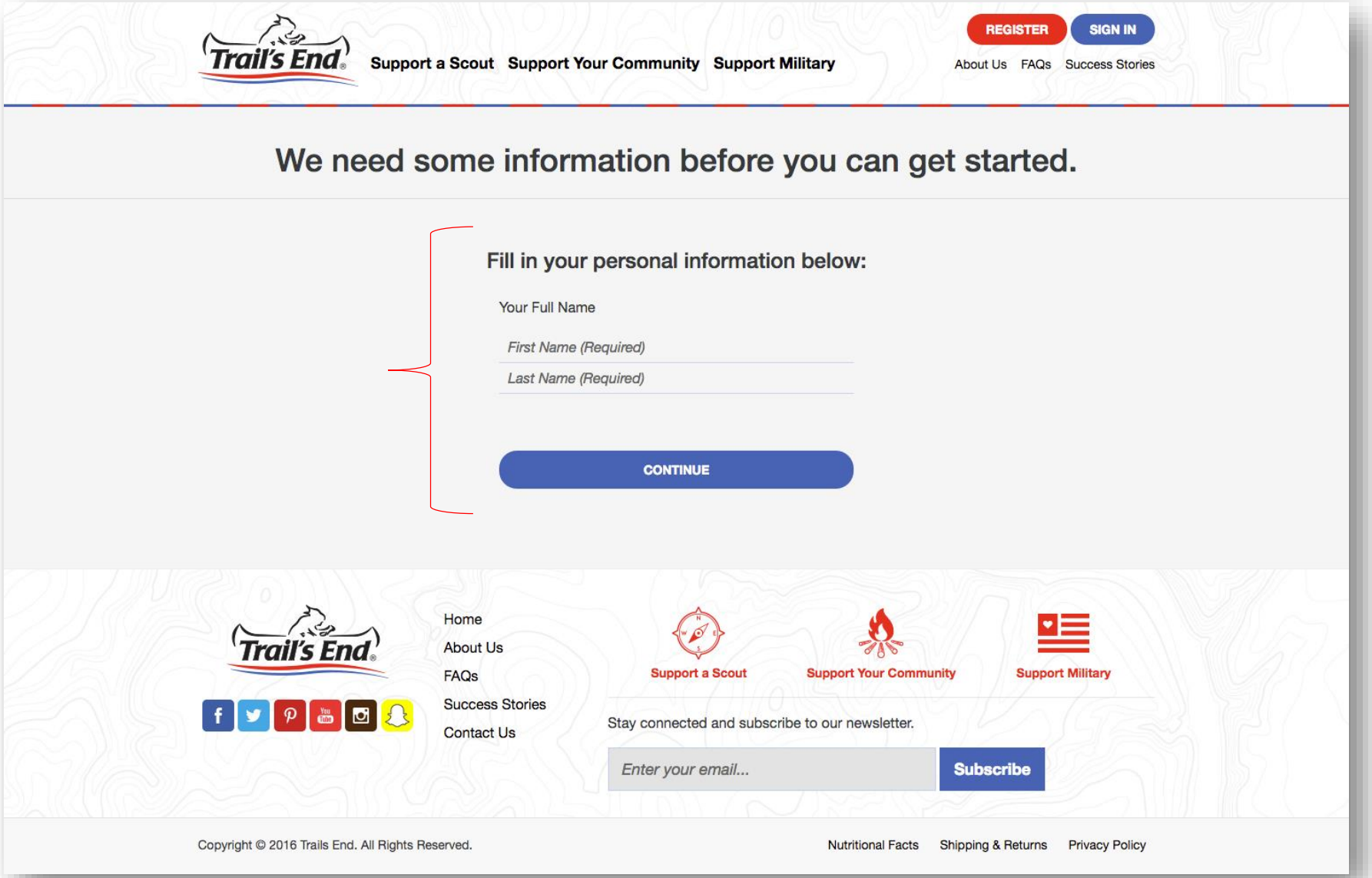
Registration Tutorial

If you selected “**Yes**” to being under the age of 13, please go to the next page.

If you selected “**No**” to being under the age of 13, please go to the page 19.

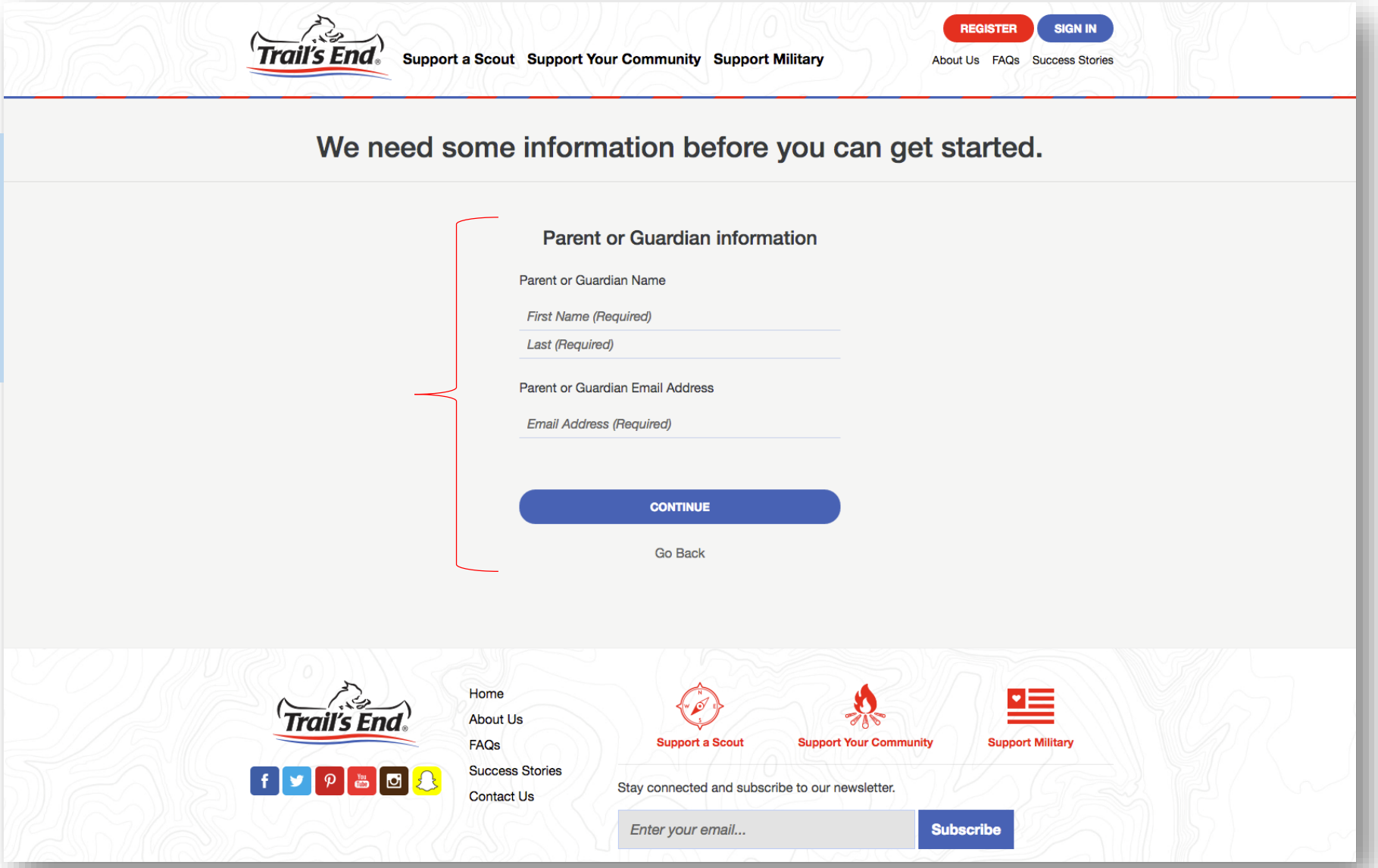
Step 4:
Scout

The fourth step in the registration process (under 13) is providing your (as the Scout) first & last name.



Step 5:
Scout

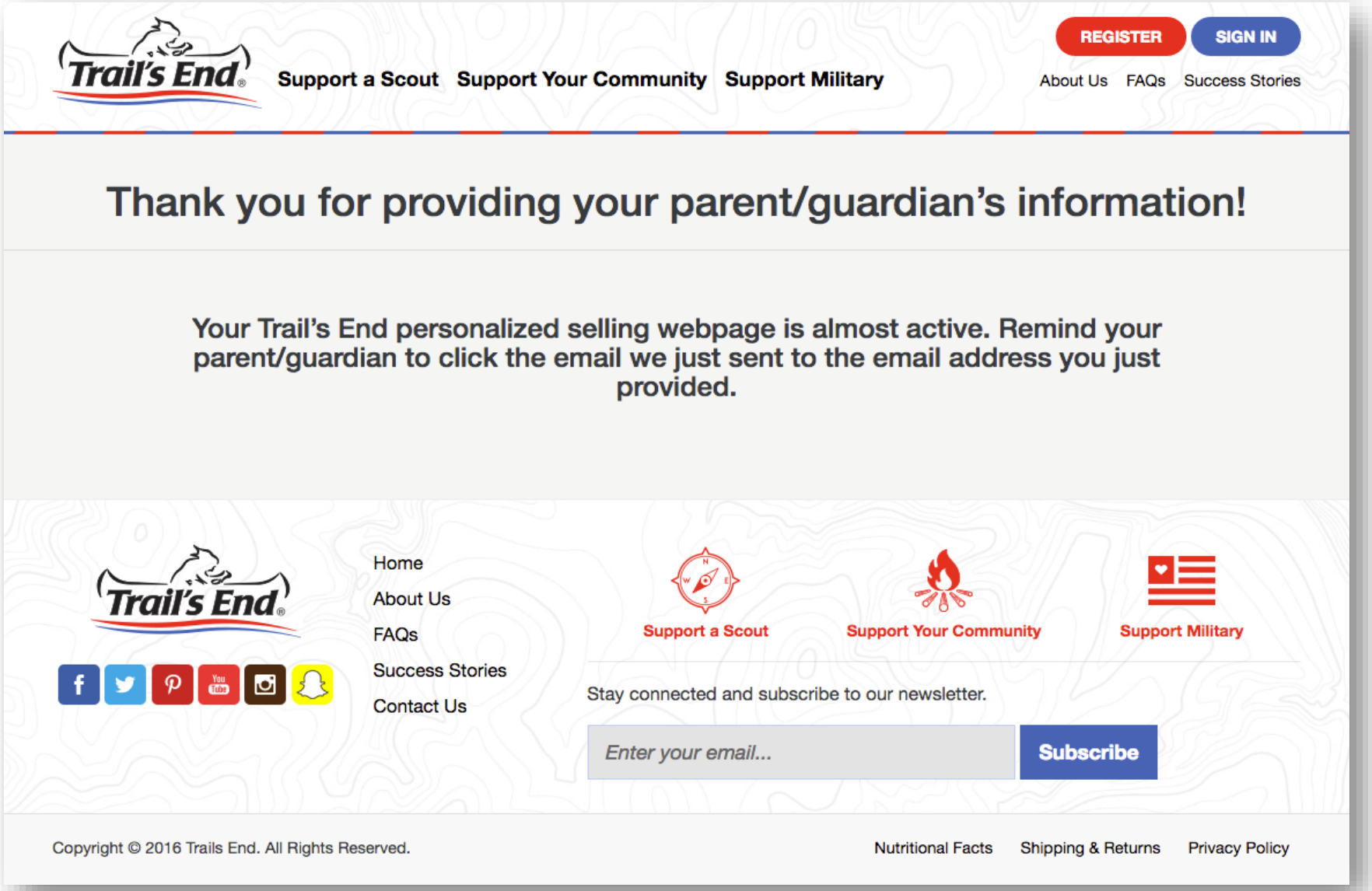
The fifth step in the registration process (under 13) is providing your parent's/guardian's first name, last name, & email address.



Step 5b:
Scout

The second portion of the fifth step in the registration process (under 13) is viewing the confirmation page and asking your parent/guardian to check his/her email.

Note: don't forget to provide your parent/guardian this registration tutorial as it has tips in here that he/she might find helpful.

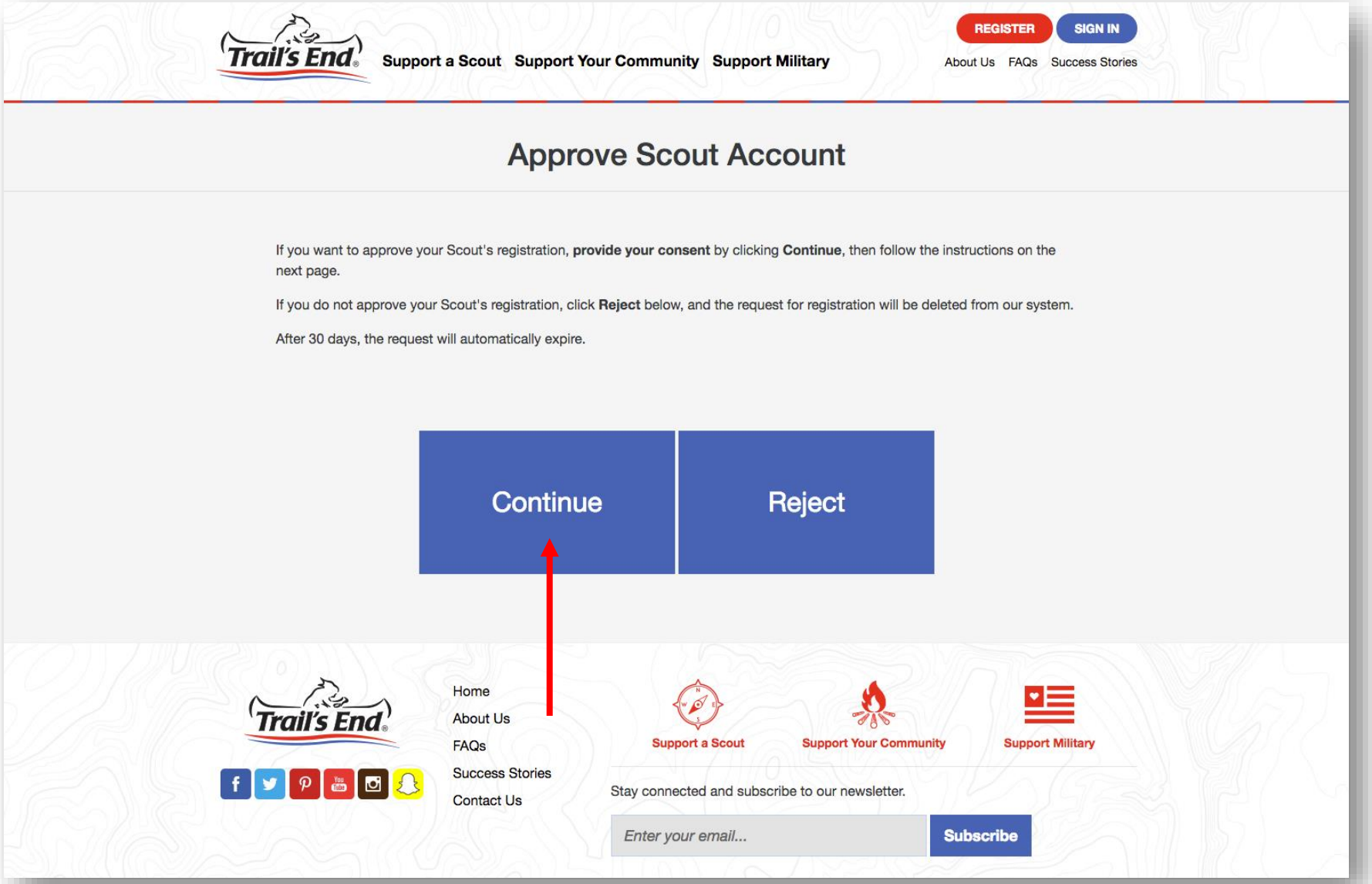


Step 6:
Parent/Guardian

The sixth step in the registration process (under 13) is for the parent/guardian to approve the Scout's registration by clicking the "Continue" button.

Parents: you'll be directed to this webpage after opening & clicking on the parent approval email.

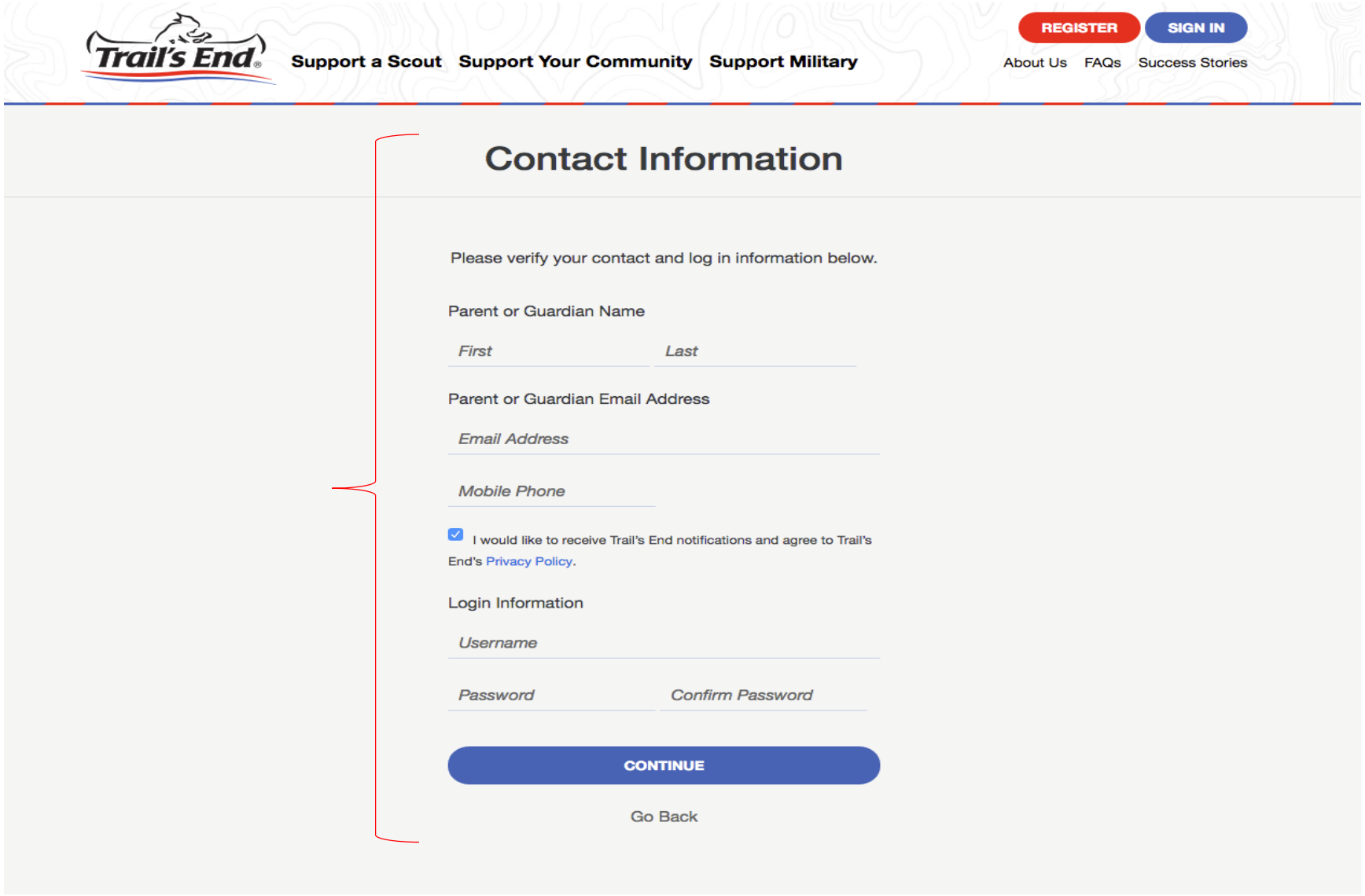
Note: if you do not approve your Scout's registration, you may click the "Reject" button.



Step 7:
Parent/Guardian

The seventh step in the registration process (under 13) is for the parent/guardian to:

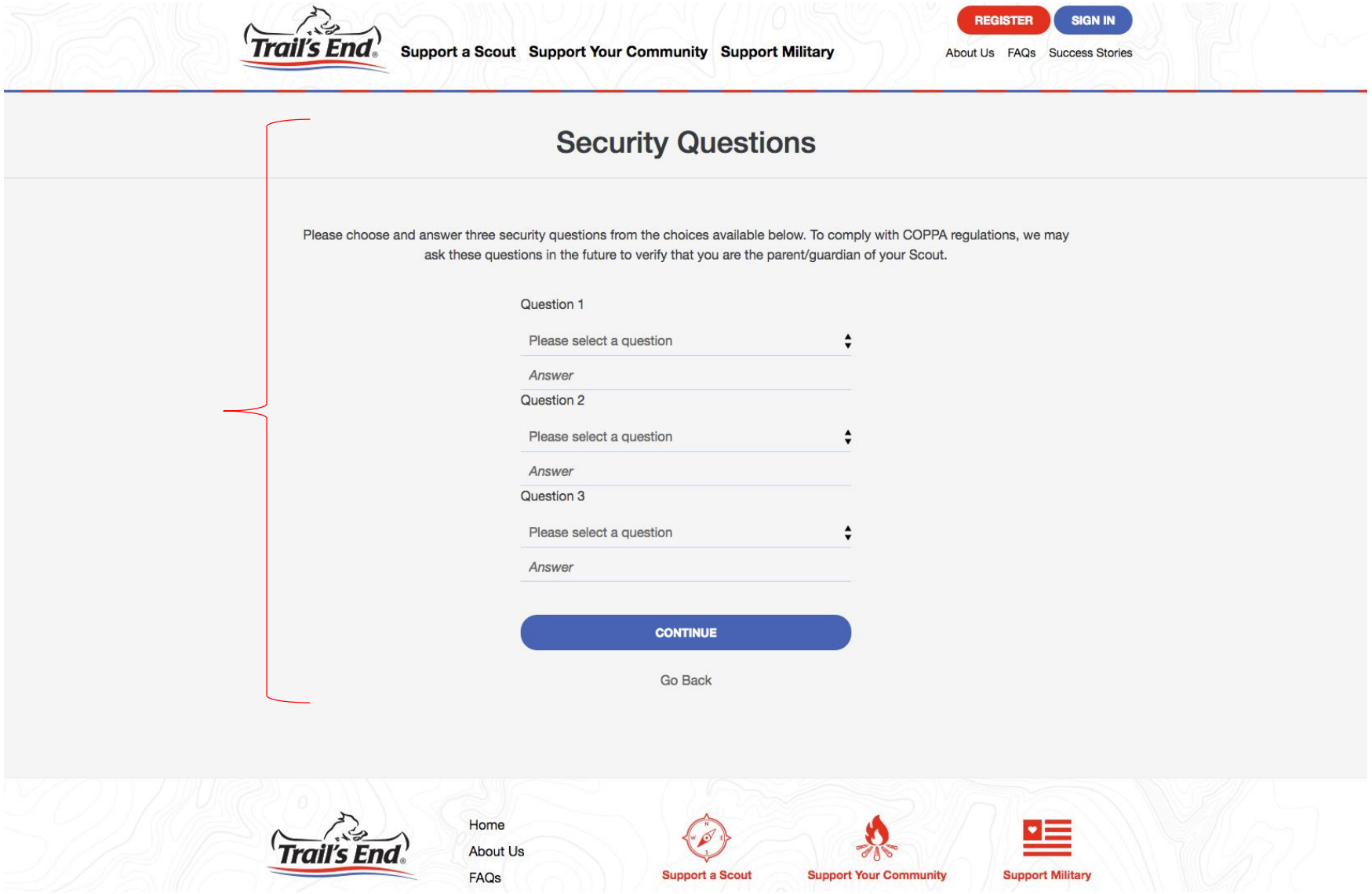
1. Provide his/her contact info
2. Opt-in to receive goal notifications, product info, online prize program info, social media contests, & more
3. Choose a Username & Password that will be associated with the Scout's account



Step 8:
Parent/Guardian

The eighth step in the registration process (under 13) is for the parent/guardian to choose & answer 3 security questions.

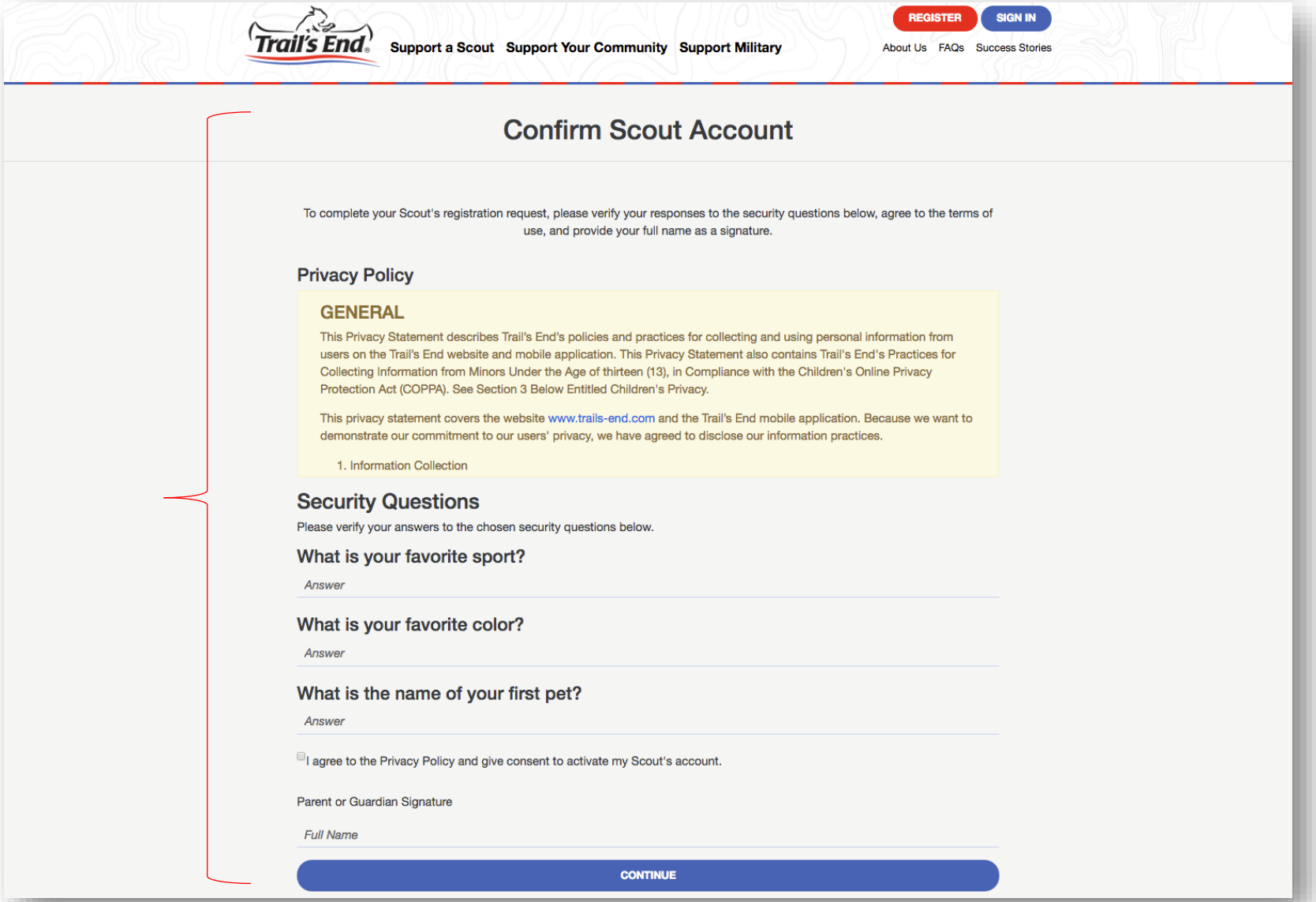
Note: this is to comply with COPPA & to verify that you are the parent/guardian of your Scout.



Step 9:
Parent/Guardian

The ninth step in the registration process (under 13) is for the parent/guardian to provide consent by:

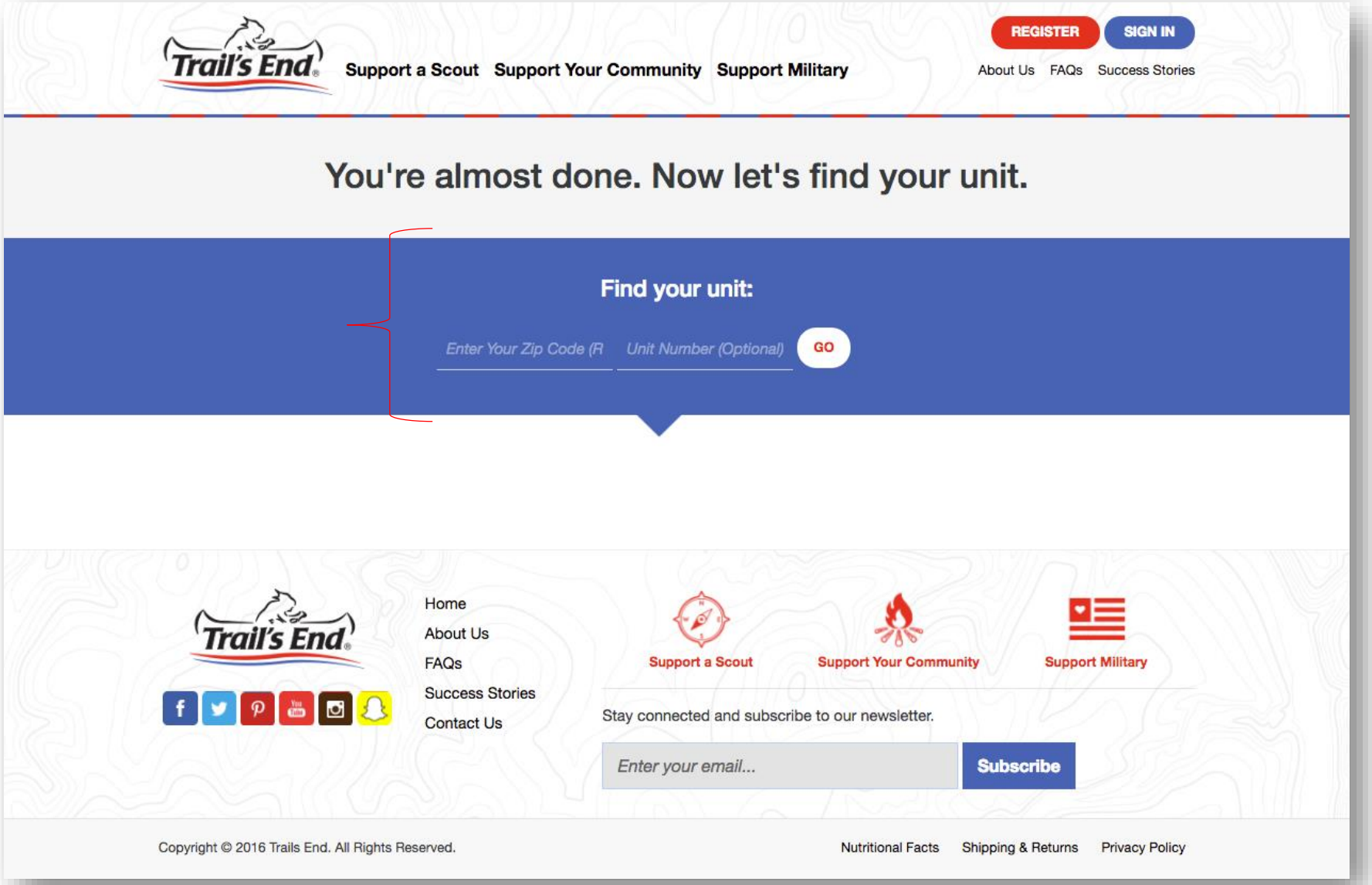
1. Reviewing the Privacy Policy
2. Confirming the 3 security questions
3. Agreeing to the Privacy Policy
4. Provide full name as an e-signature



Step 10:
Parent/Guardian

The tenth step in the registration process (under 13) is for the parent/guardian to search for the Scout's Unit by using:

1. Zip code (required)
2. Unit number (optional)

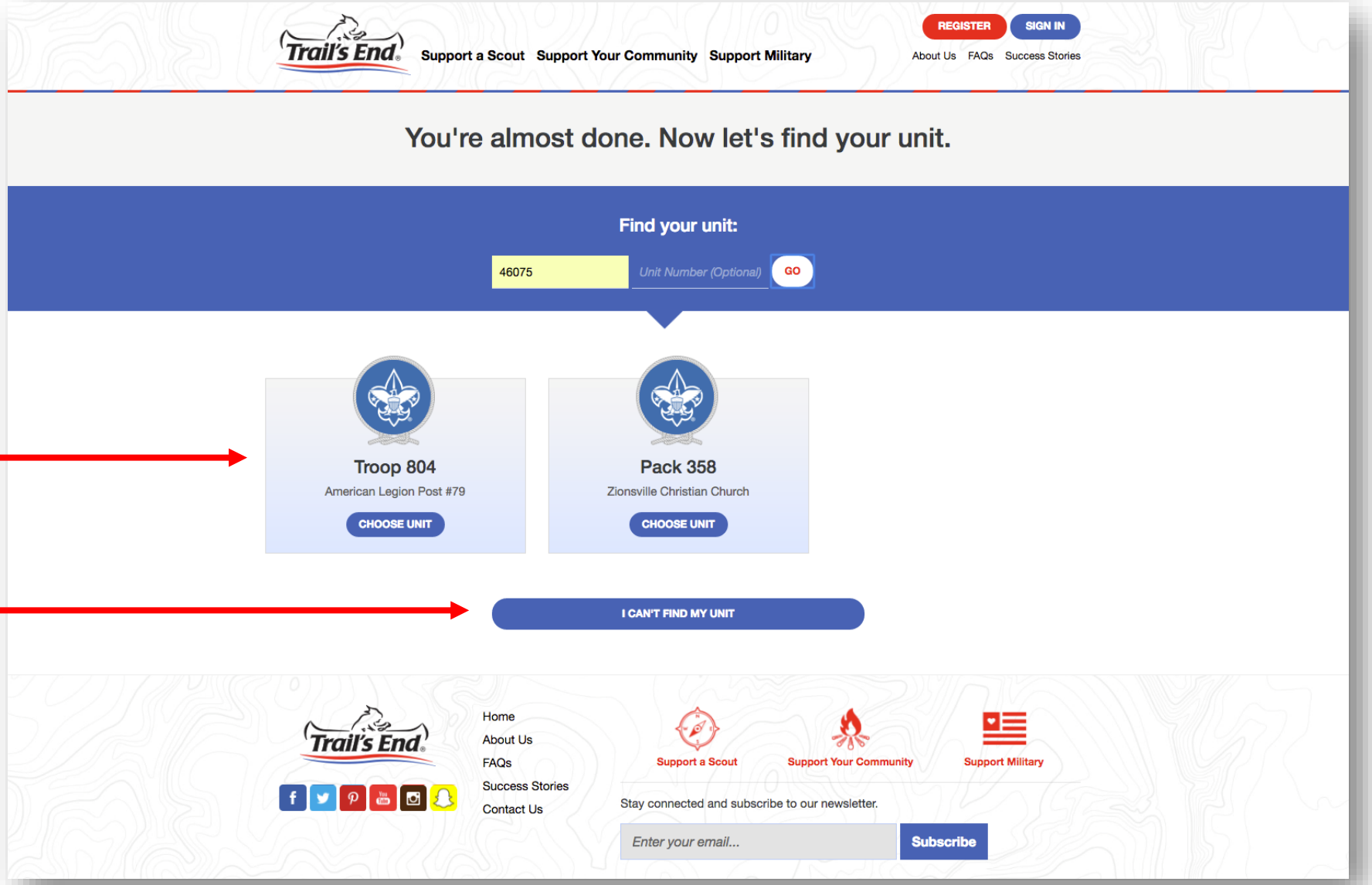


Step 11:
Parent/Guardian

The eleventh step in the registration process (under 13) is for the parent/guardian to select the Scout's Unit after search results have populated by clicking "CHOOSE UNIT" on the appropriate Unit.

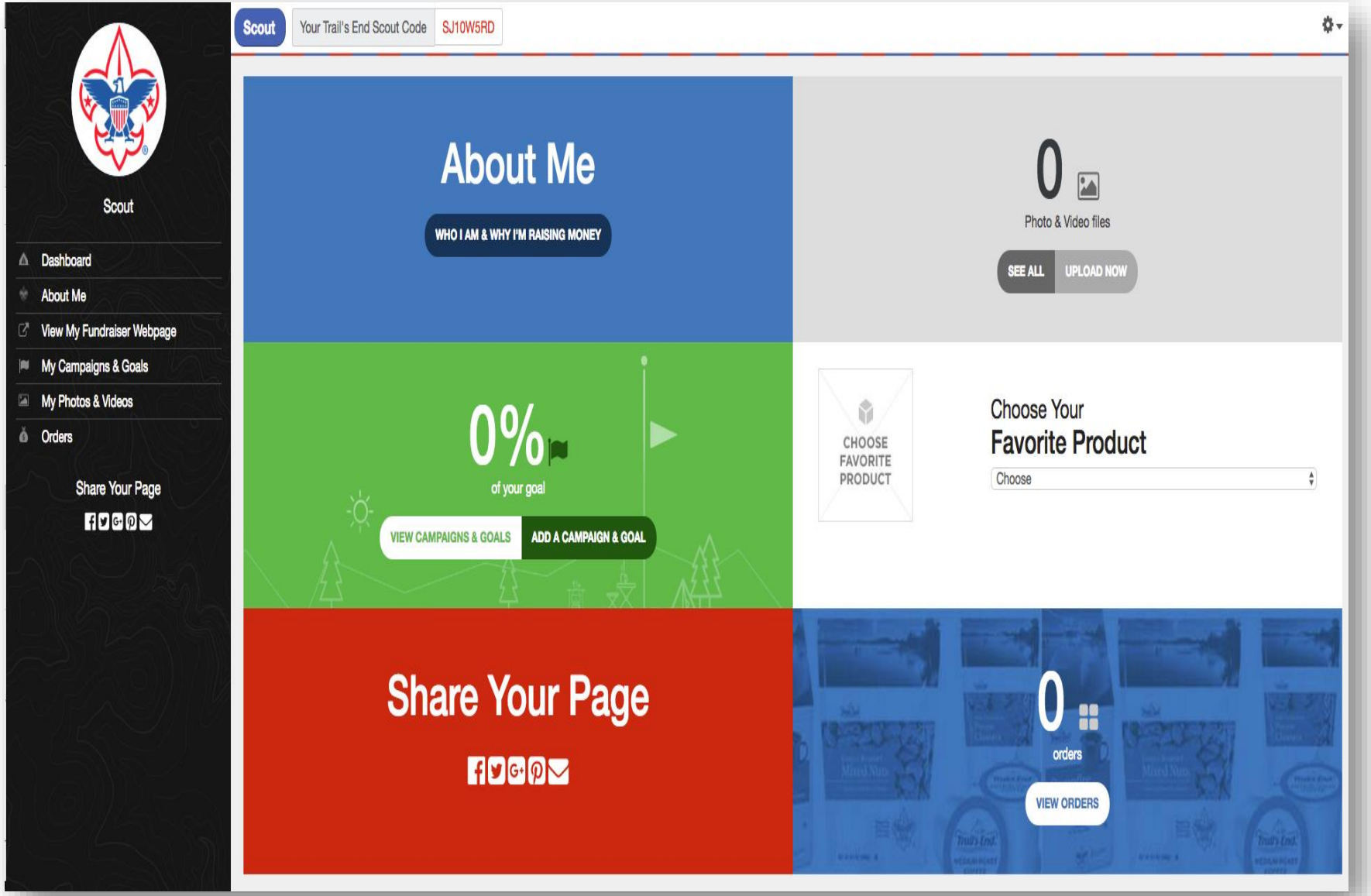
If you cannot find your Scout's Unit, select the "I CAN'T FIND MY UNIT" button & a Trail's End customer service associate will be notified via email for assistance.

Note: the search results you see to your right are based on the zip code of 46075.



Scout Profile:

Now the fun part of updating your personalized Scout profile begins.



Registration Tutorial

This concludes the ‘Under the age of 13’ registration process.

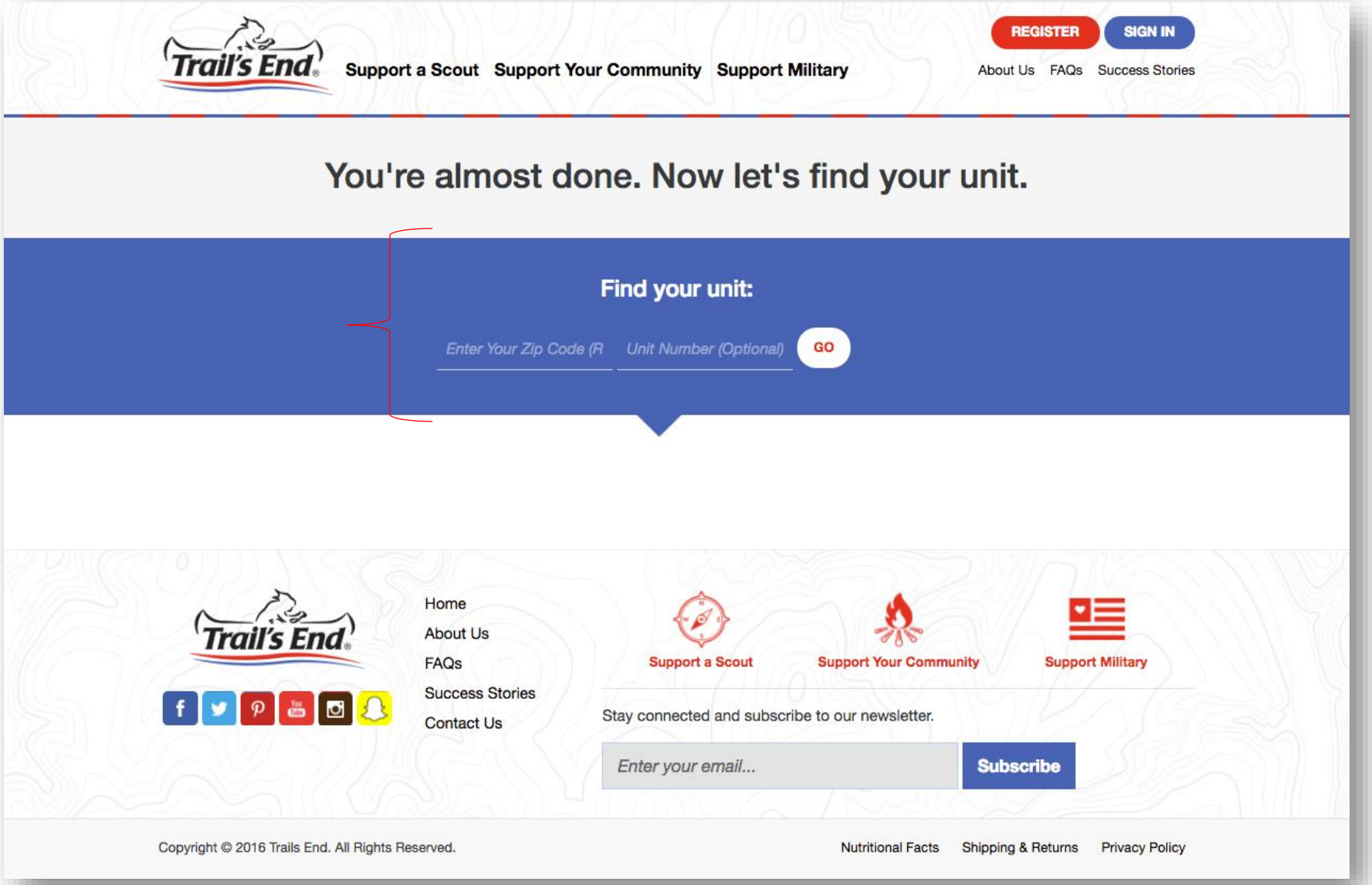
To learn how-to create your personalized Scout selling webpage, go to page 21.

If you 13+, please go to the next page (pg. 18).

Step 4:

The fourth step in the registration process is for the parent/guardian to search for the Scout's Unit by using:

1. Zip code (required)
2. Unit number (optional)

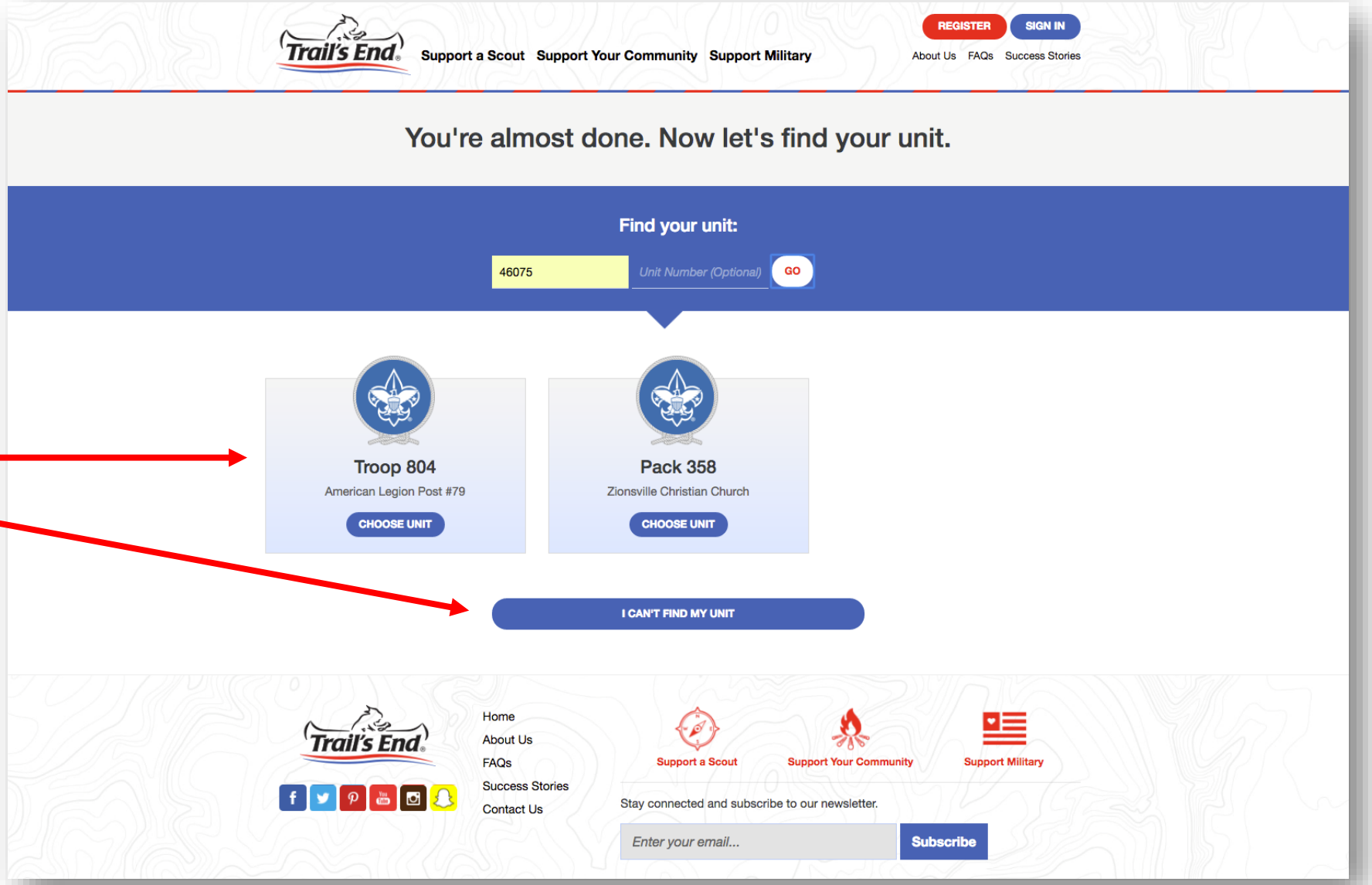


Step 5:

The fifth step in the registration process is for the parent/guardian to select the Scout's Unit after search results have populated by clicking "CHOOSE UNIT" on the appropriate Unit.

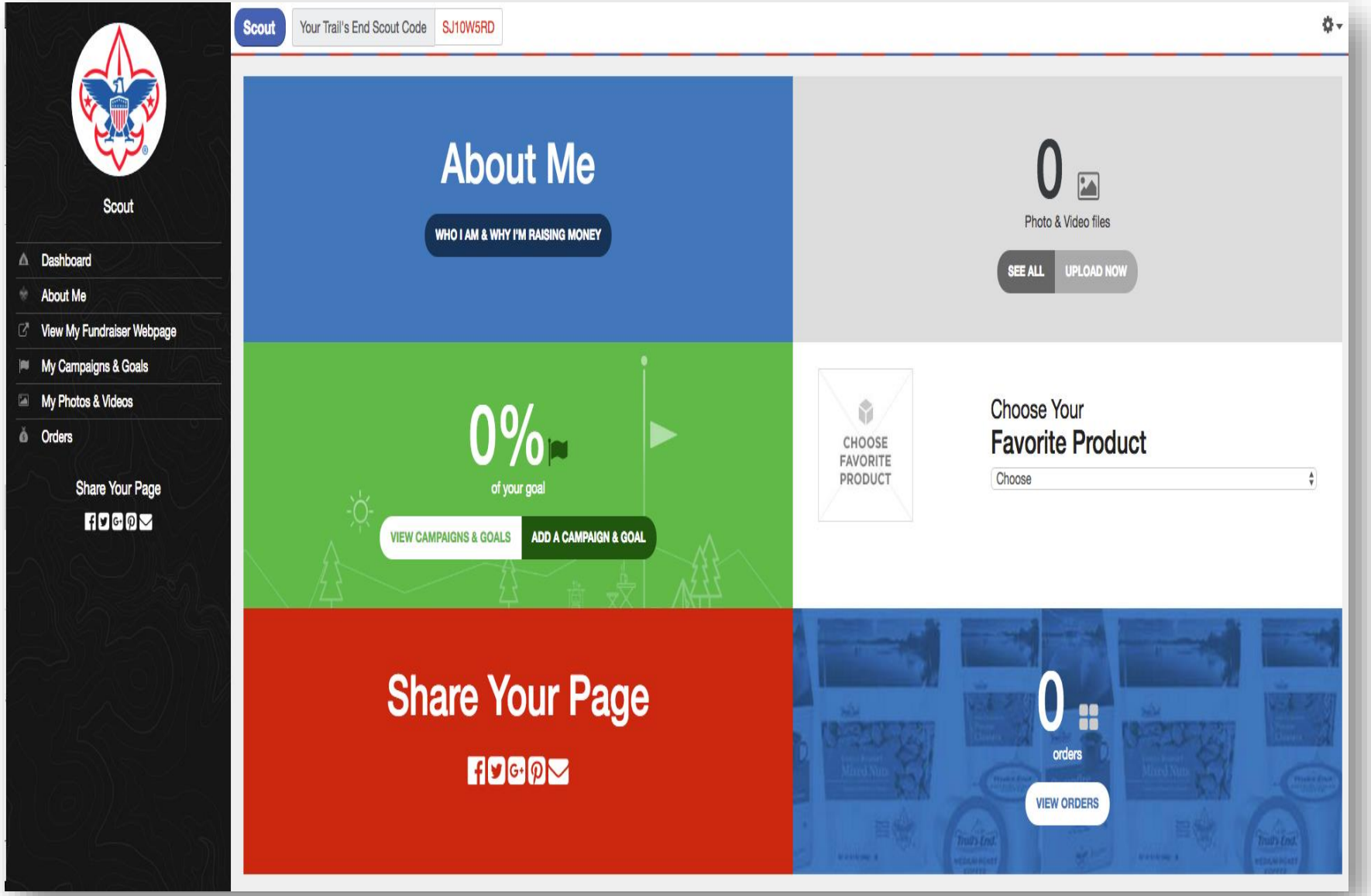
If you cannot find your Scout's Unit, select the "I CAN'T FIND MY UNIT" button & a Trail's End customer service associate will be notified via email for assistance.

Note: the search results you see to your right are based on the zip code of 46075.



Scout Profile:

Now the fun part of updating your personalized Scout profile begins.

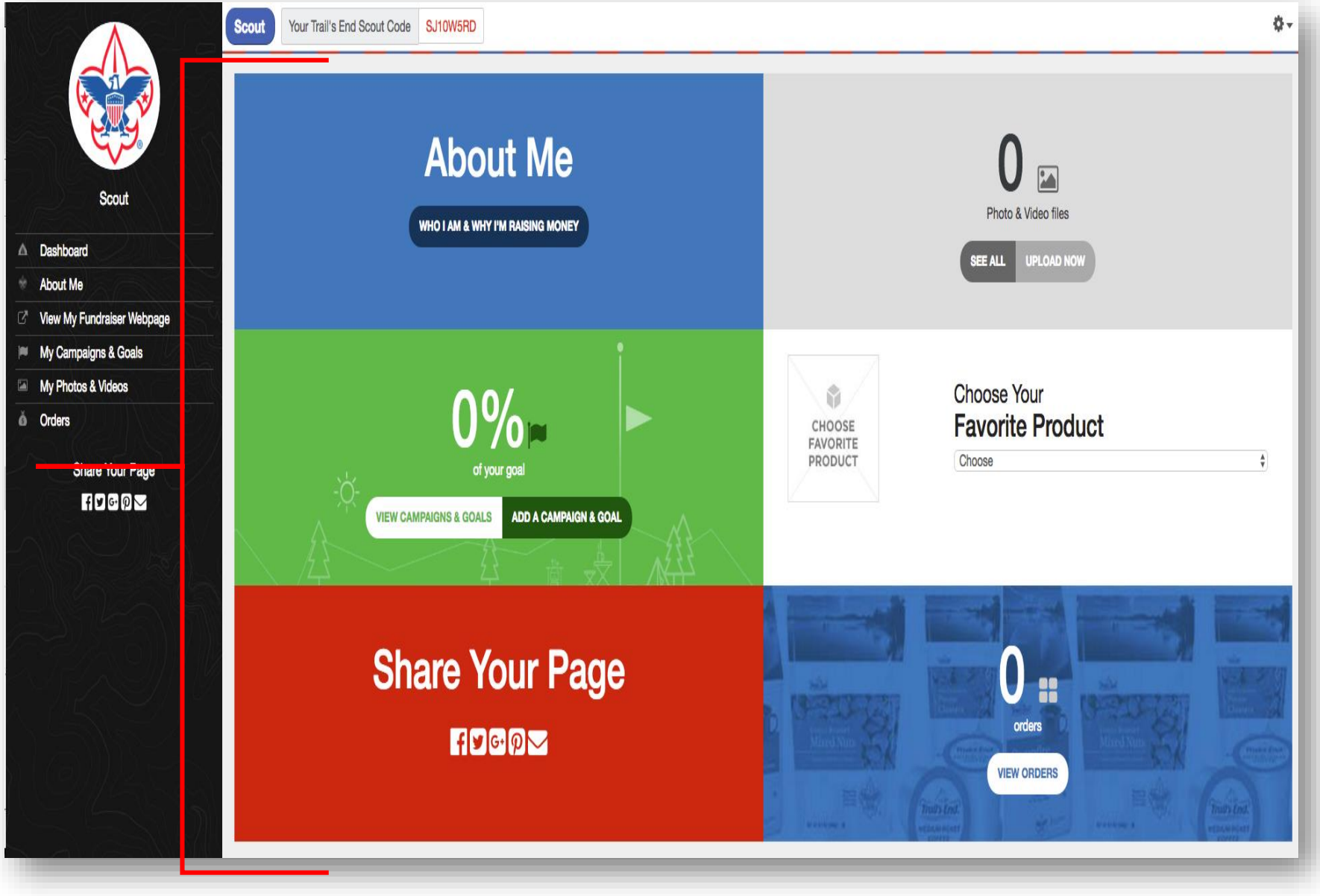


Scout Profile:

Now the fun part of creating your personalized Scout profile begins.

This is your Dashboard. It includes:

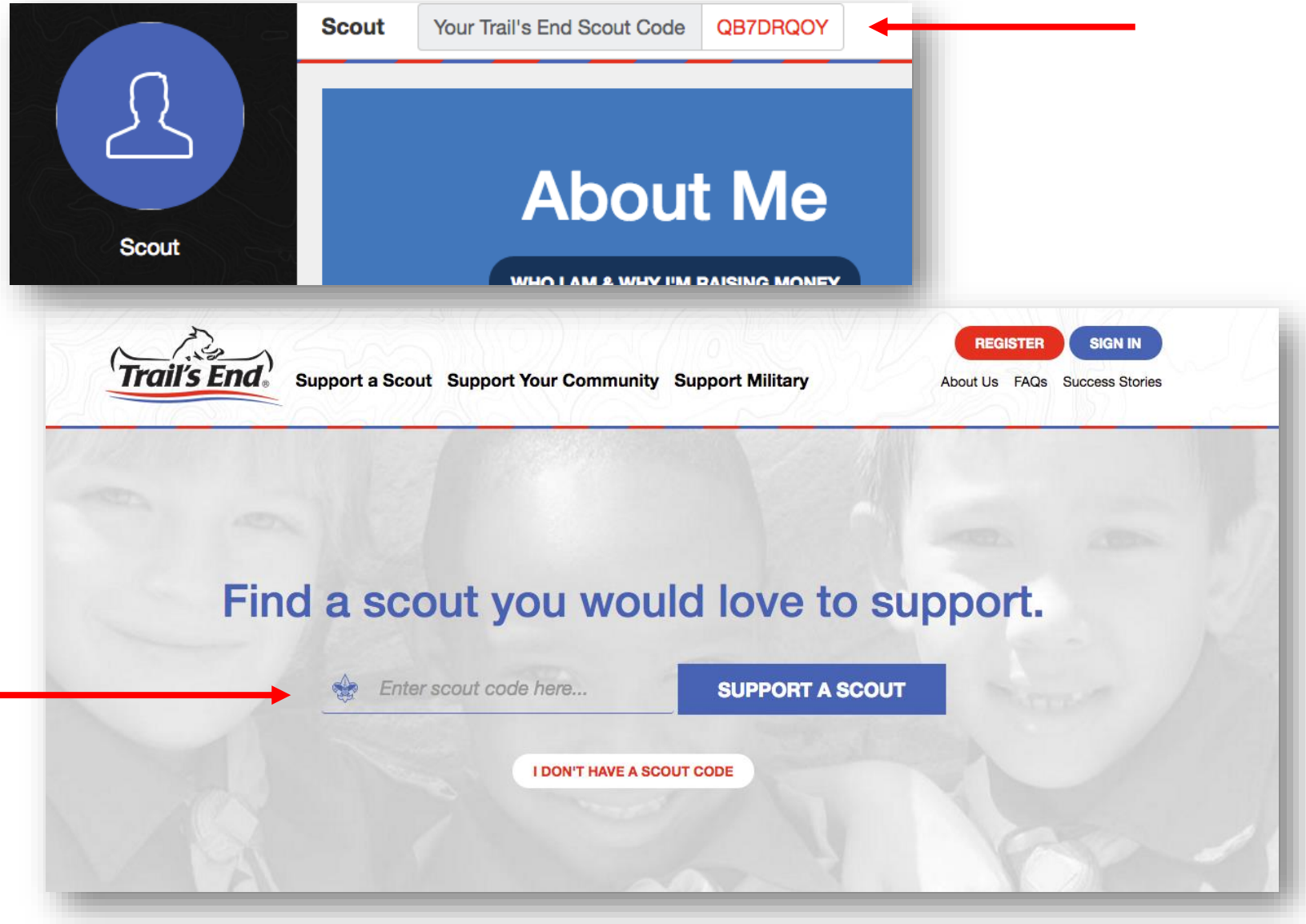
1. About Me
2. View My Fundraiser Webpage
3. My Campaigns & Goals
4. My Photos & Videos
5. Choose Your Favorite Product
6. Orders
7. Share Your Page



Scout Profile – Trail's End Scout Code:

When you create your Scout Profile, you'll be assigned a Trail's End Scout Code that is specific to you and your account. This code can be found at the top of your Profile page – see top image to the right.

A great idea is to write this code down when doing door-to-door sales or at a show & sell. That way consumers can support your fundraiser by entering the code on the "Support a Scout" page on trails-end.com – see bottom image to the right.



Scout Profile – About Me:

To get to the About Me page from your Dashboard, you can click the left-hand navigation or the “WHO I AM & WHY I’M RAISING MONEY” button.

On the About Me page, you’ll want to:

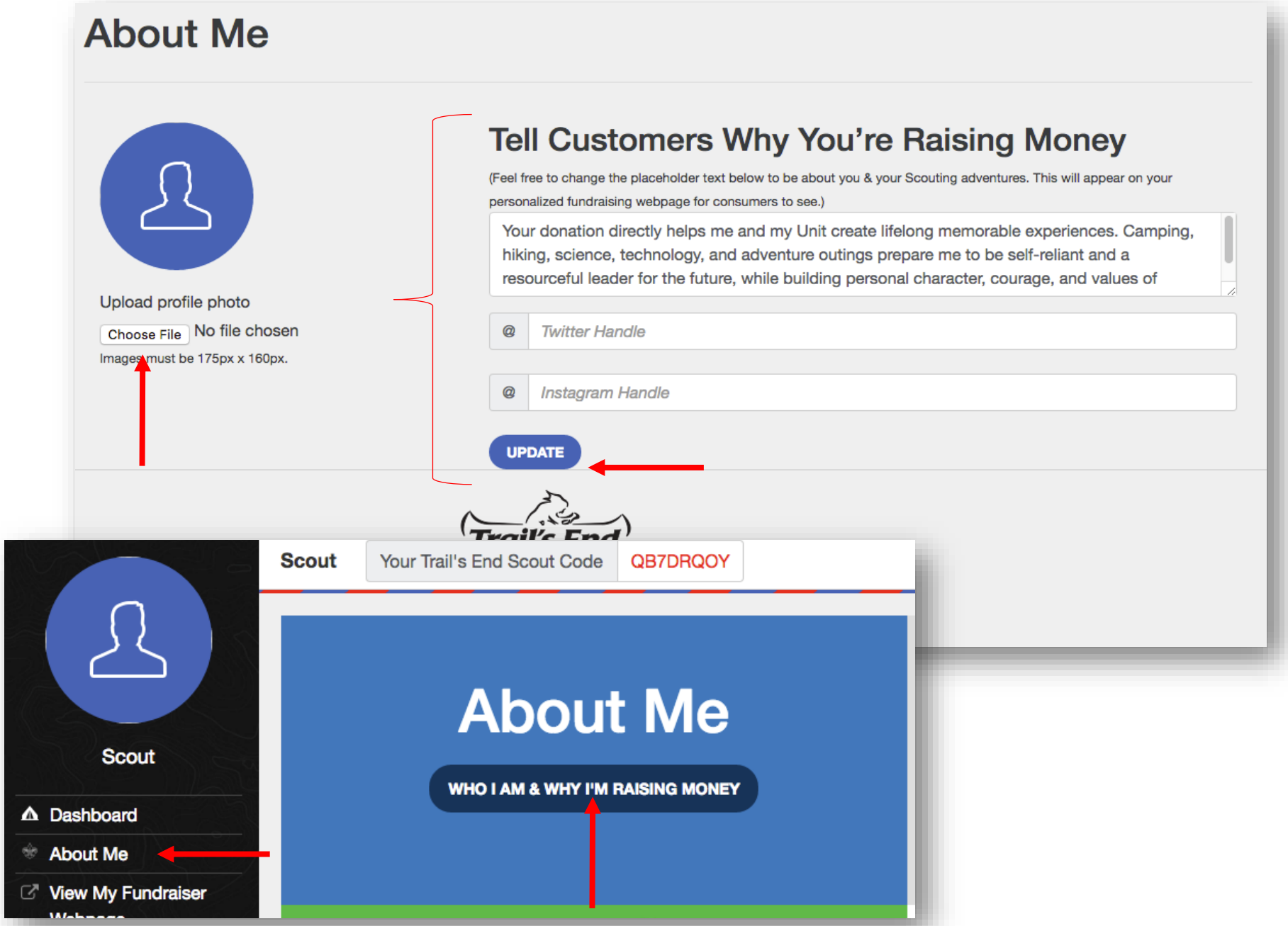
1. Upload a profile picture

Note: click “Choose File” & select your photo, then the site will upload it for you.

2. Write a bio/description telling consumers why you’re raising money (feel free to change the placeholder copy)

3. Enter your Twitter & Instagram handle

Note: click “Update” before advancing to the next step.



Scout Profile – My Campaigns & Goals:

To get to the Campaigns & Goals page from your Dashboard, you can click the left-hand navigation or the “VIEW CAMPAUGNS & GOALS” button. You may also create a goal directly from the dashboard by clicking the “ADD A CAMPAIGN & GOAL” button.

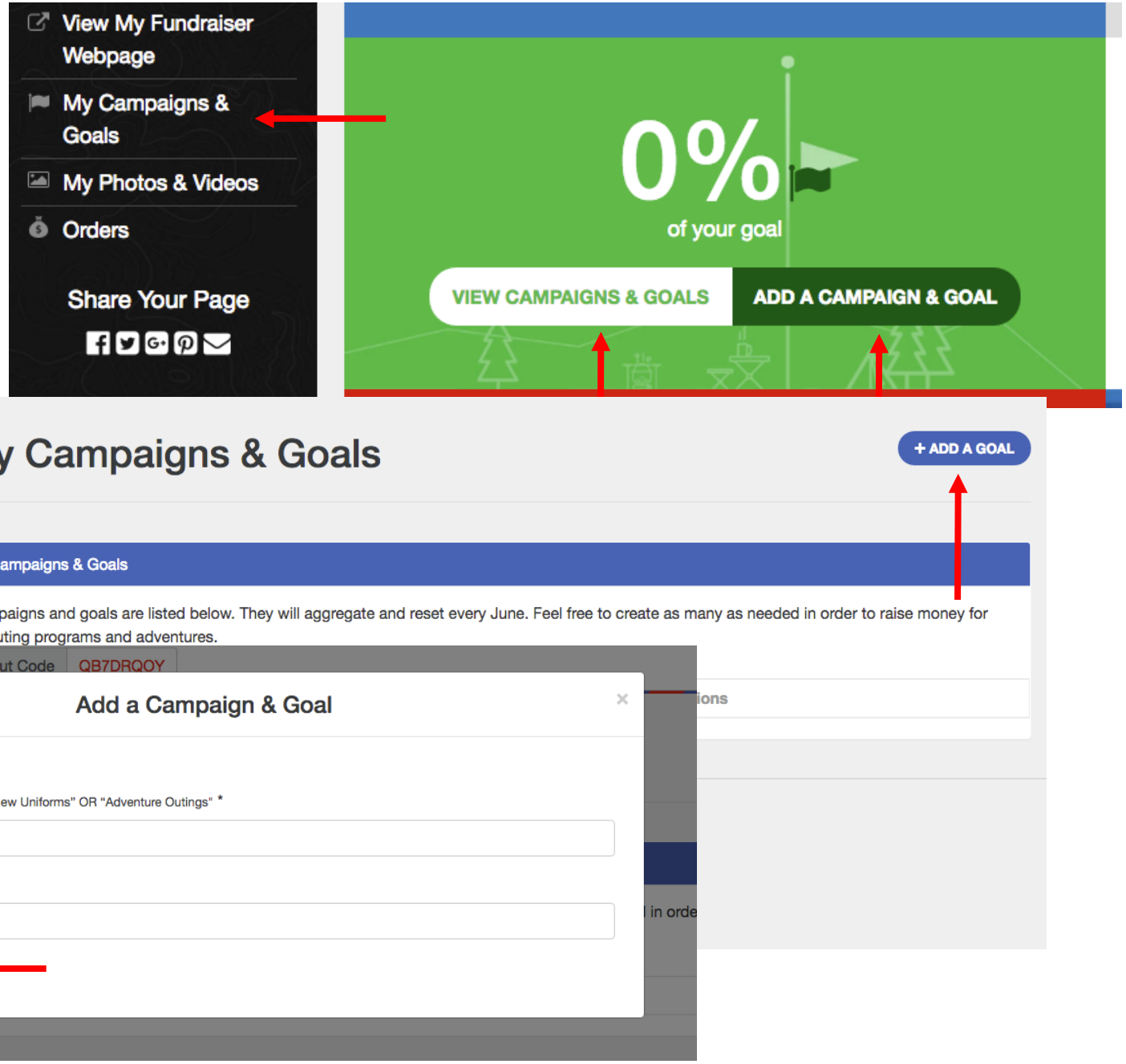
To create a campaign & goal after clicking the “ADD A GOAL” button:

1. Give your goal a name

Example: Summer Camp

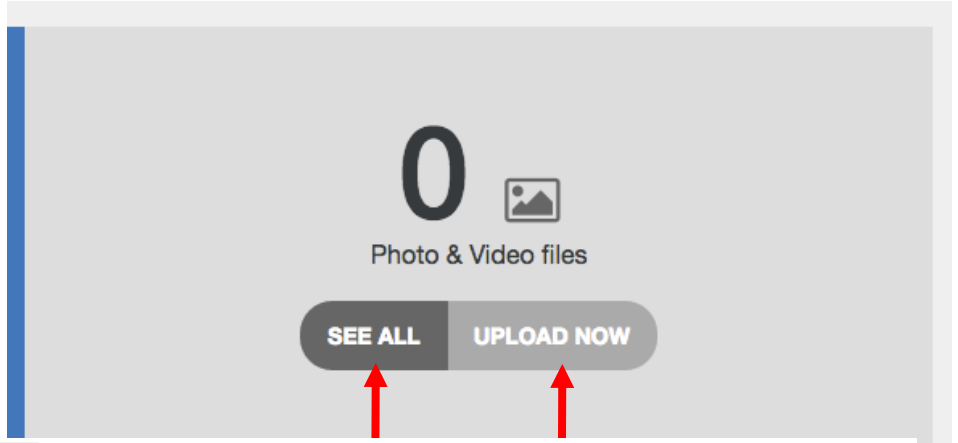
2. Give your goal a dollar amount

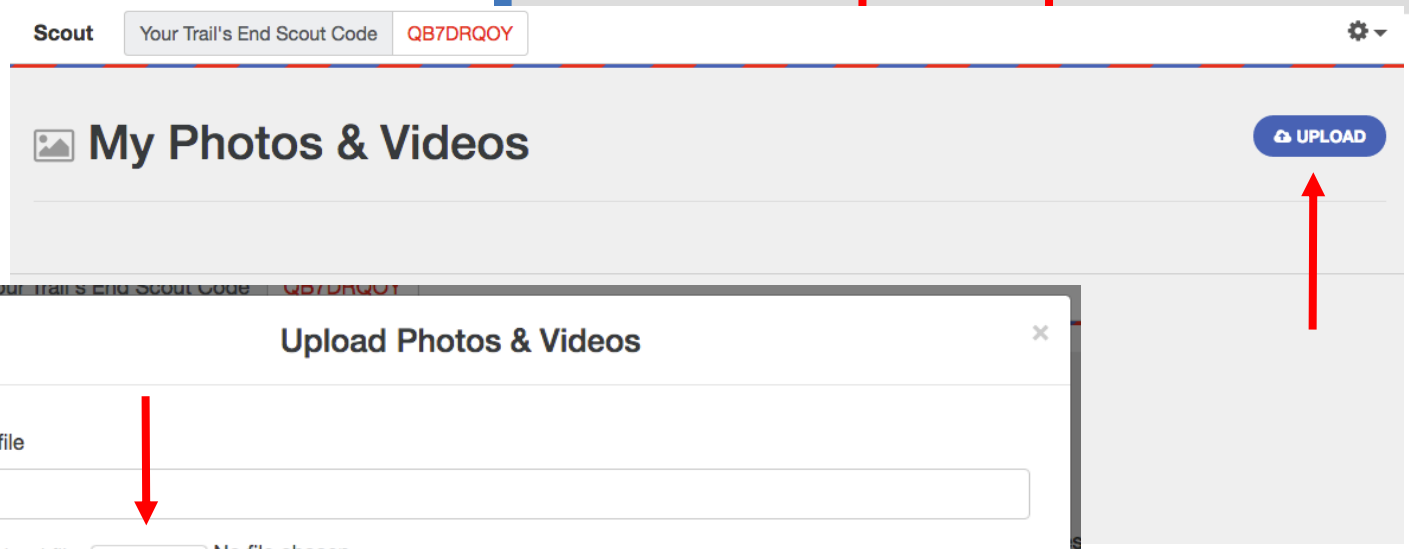
3. Click “ADD NOW”

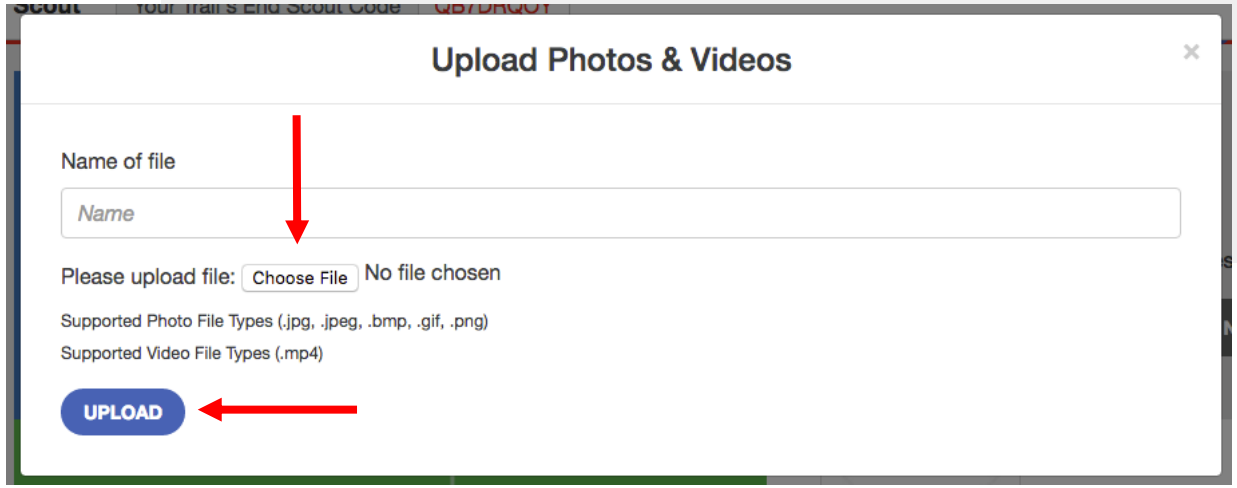


Scout Profile – My Photos & Videos:

To get to the Photos & Videos page from your Dashboard, you can click the left-hand navigation or the “SEE ALL” button. You may also upload an asset directly from the dashboard by clicking the “UPLOAD NOW” button.







To upload a photo or video after clicking the “UPLOAD” button:

1. Click “Choose File”
2. Select your photo or video
3. Click “UPLOAD”

Notes:

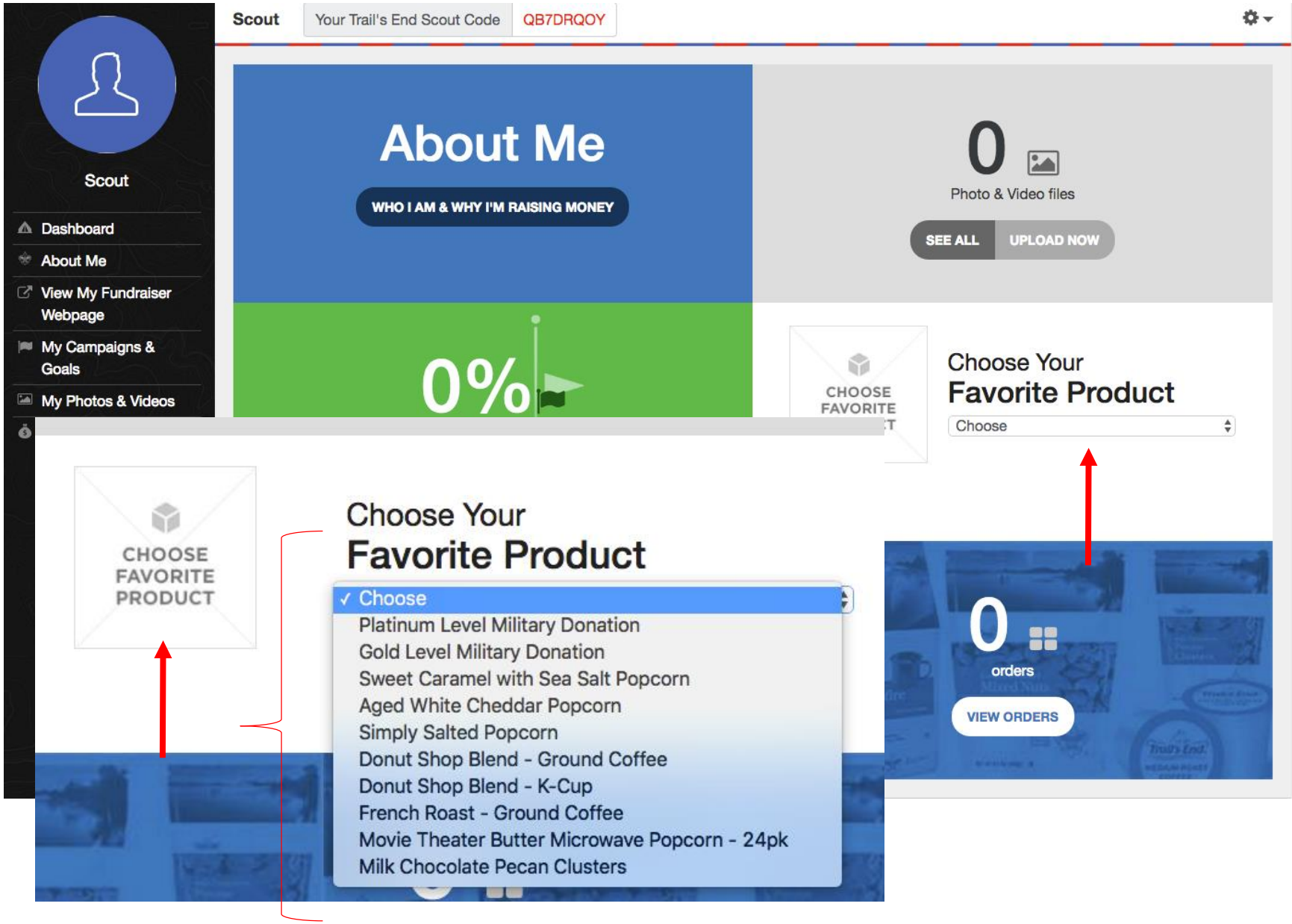
- Confirm your file types are supported
- You have the ability to upload more than 5 assets. However, only the last 5 will populate on your webpage.

Scout Profile – Favorite Product:

To select your favorite Trail's End product, visit your Dashboard, and choose from the products listed on the dropdown menu.

This product will also populate on your consumer facing webpage for visitors to see.

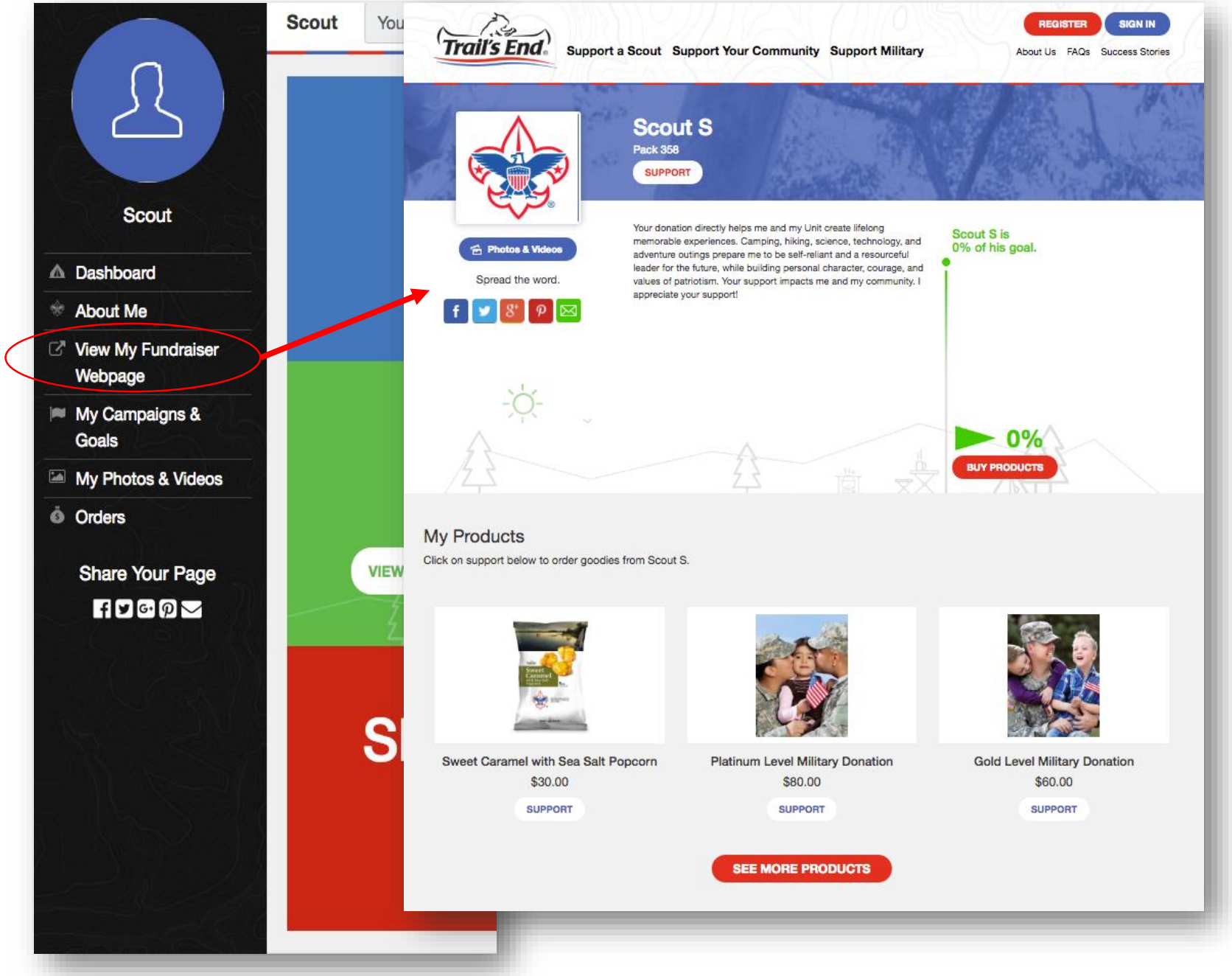
Note: after choosing your favorite product from the dropdown menu, the product will automatically appear in the "CHOOSE FAVORITE PRODUCT" box.



Scout Profile – View My Fundraiser Page

Want to see your personalized selling fundraiser page before sharing it with friends & family?!

Click the “View My Fundraiser Webpage” button from the navigation on the left-hand side.



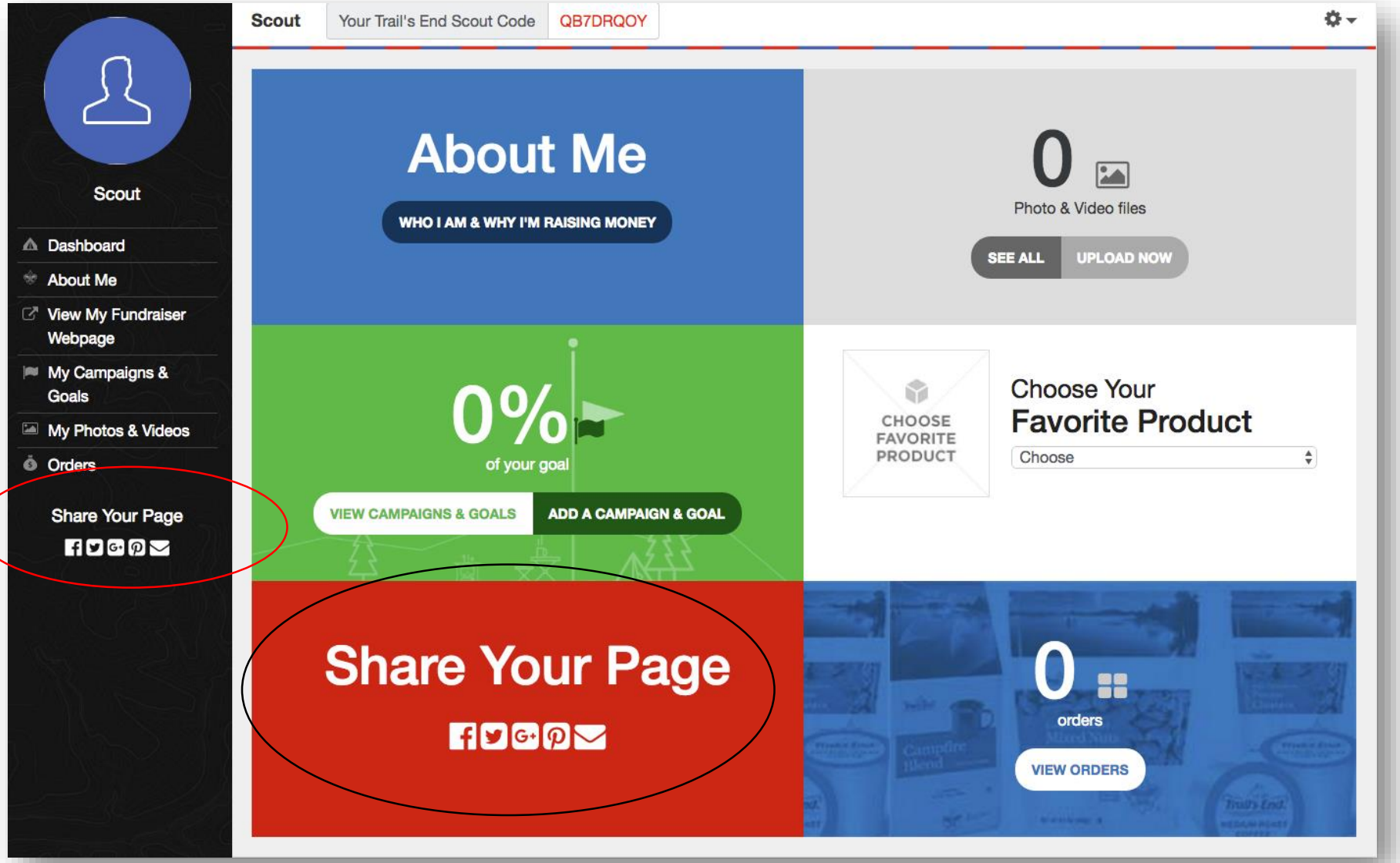
Scout Profile – Share Your Page

To share your page with friends & family via email and social media, click on the appropriate icon from your dashboard or from the navigation on the left-hand side.

Don’t forget to ask your friends & family to share your webpage as well.

Notes:

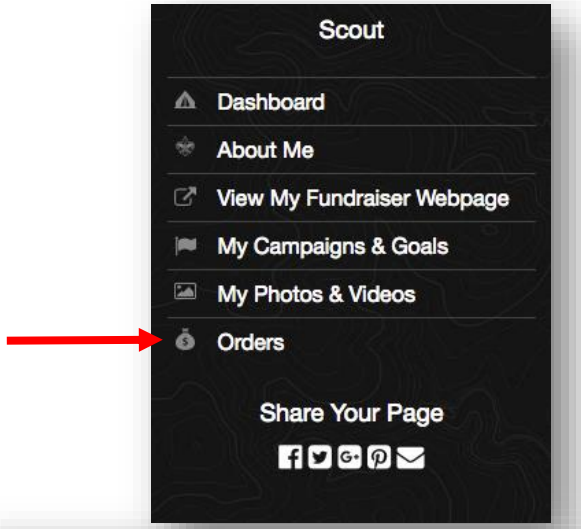
- If you share via email, it will open a prepopulated email (that’s editable) in your computer’s default email service provider.
- If you share via social media, it will open that platform in a separate window.

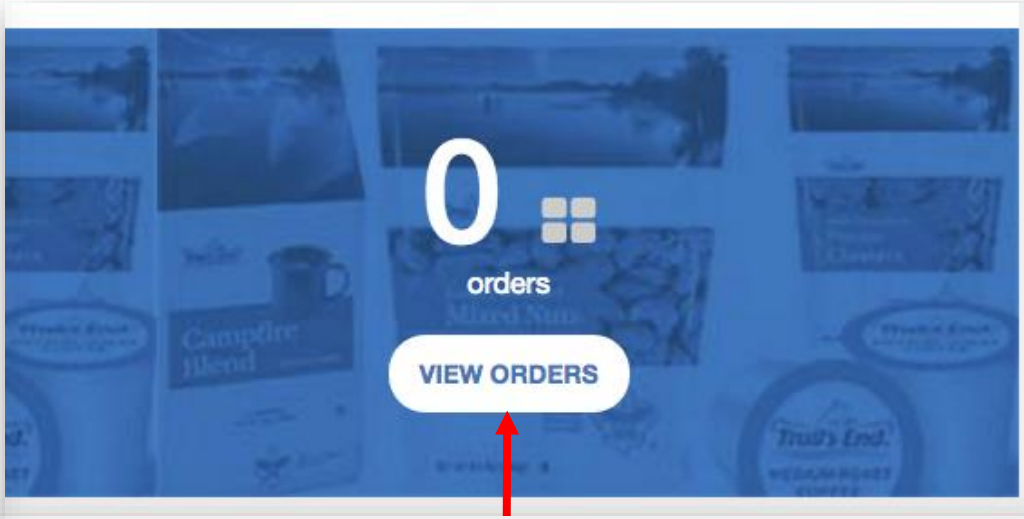


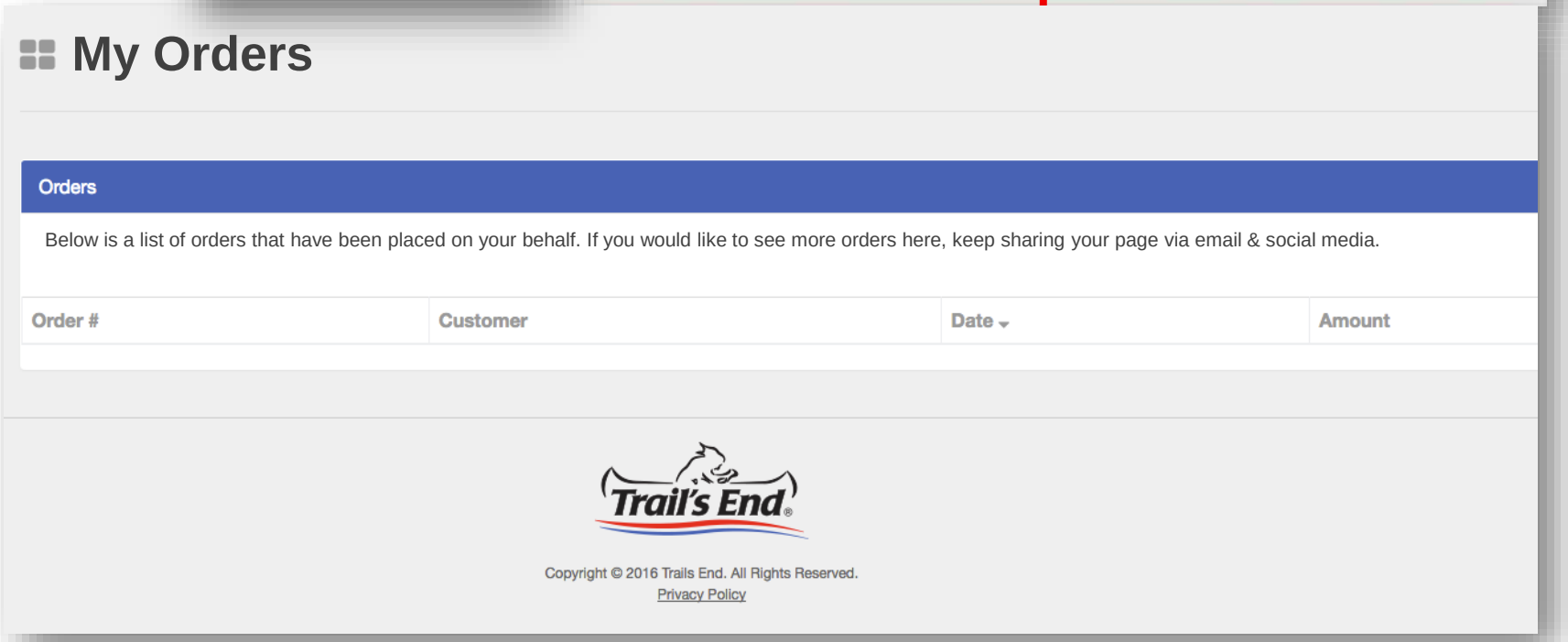
Scout Profile – Orders

To view all of the online orders your supporters have placed, click the “VIEW ORDERS” button from your dashboard or by clicking “ORDERS” from the navigation on the left-hand side.

Note: Orders appearing on this page depend on fulfillment and reporting.







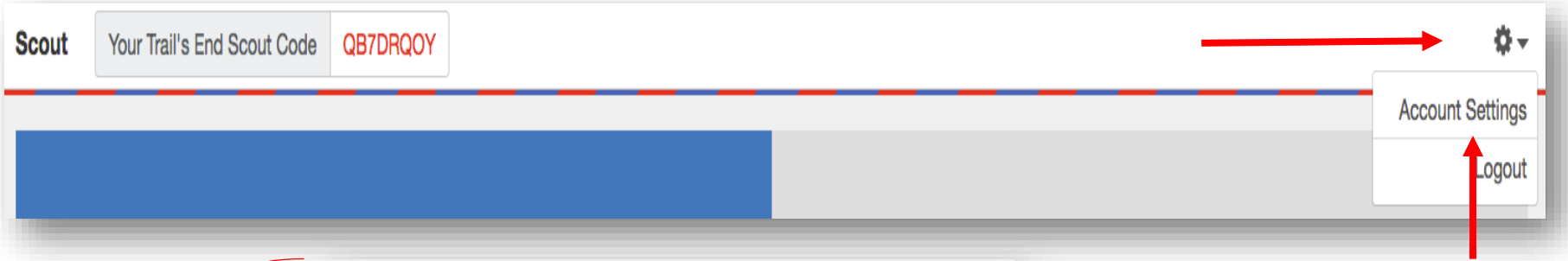
Scout Profile – Account Settings

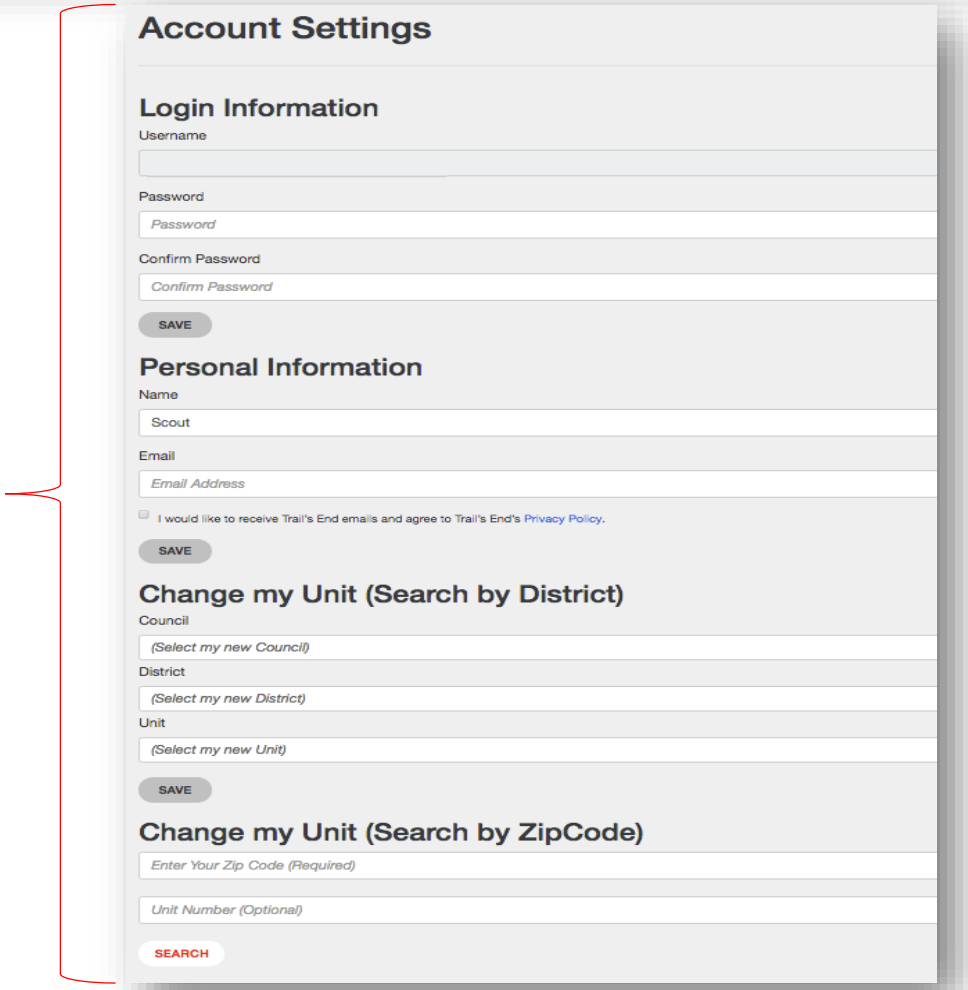
To view your Account Settings, click the gear icon in the top right-hand corner of your page.

From there, you'll have the ability to change:

- Login Info
- Personal Info
- Unit Info

Note: if changes are made, be sure to click the "SAVE" button for that specific category.





Questions?

If you have any additional questions, feel free to contact us:

support@trails-end.com

@TrailsEndSnacks