



## POPPIN' IN THE USA WINNERS

- [9/15/20 - 50 State Winners](#)
- [9/15/20 - 25 State Winners](#)

## RECOMMENDED COMMUNICATION SCHEDULE

- Units email ALL Scout families starting Thursday, September 10
- Units post on all social media channels starting Thursday, September 10
- Scouts share with all friends and family via email, text, and social media starting on Thursday, September 10
  - *Share at least daily for three days, and tag friends and family in your posts.*
  - *Social Media Channels: Facebook, Twitter, Instagram, LinkedIn, Pinterest, etc.*

## EMAIL TEMPLATE: UNIT TO SCOUT FAMILY

**Subject:** Poppin' in the USA Challenge

The **insert council name** in partnership with Trail's End Popcorn is excited to announce the **Poppin' in the USA Challenge!** From 8pm EDT June 30, 2020 – 8pm EDT October 15, 2020 the first 200 Scouts to record an Online Direct order in 25 different U.S. states will earn a \$50 Amazon.com gift card, and the first 50 Scouts to record an Online Direct order in 50 different U.S. states will earn a \$150 Amazon.com gift card. This is a great opportunity for Scouts to share their online fundraising page with friends and family via social media, text and email to help support their Scouting adventures. Don't forget, Scouts can now record Online Direct orders in the Trail's End App which is great for face-to-face and over-the-phone selling!

Use these ready-made graphics to get the word out on the Poppin' in the USA Challenge:

- [Poppin' in the USA Email Header/Generic Share Image](#)
- [Poppin' in the USA Email & Social Share Image](#)
- [Poppin' in the USA SCOUT Email & Social Share Image](#)
- [Poppin' in the USA Icon](#)
- [Poppin' in the USA Map - Color](#)
- [Poppin' in the USA Map – Black&White](#)

**TEXT APP TO 62771 TO DWNLOAD THE TRAILS END APP. START SELLING TODAY!**

\*The Poppin' in the USA Challenge applies to Online Direct orders 8pm EDT June 30, 2020 to 7:59pm EDT October 15, 2020. Valid Online Direct orders greater than or equal to \$10 retail value shipping to any combination of 25 U.S. states (for the 25 state challenge) or all 50 U.S.



states (for the 50 state challenge) qualify for the promotion. Shipping address will be used to determine order eligibility for orders with shippable products. Donation-only order eligibility will be based on billing address. For full terms and conditions, visit [www.trails-end.com/terms](http://www.trails-end.com/terms).

## **UNIT SOCIAL POST:**

The Trail's End Poppin' in the USA Challenge is here! From 8pm EDT June 30, 2020 – 8pm EDT October 15, 2020 the first 200 Scouts to record an Online Direct order in 25 different U.S. states will earn a \$50 Amazon.com gift card, and the first 50 Scouts to record an Online Direct order in 50 different U.S. states will earn a \$150 Amazon.com gift card. Ready, set, START SHARING with your family and friends!

\*The Poppin' in the USA Challenge applies to Online Direct orders 8pm EDT June 30, 2020 to 7:59pm EDT October 15, 2020. Valid Online Direct orders greater than or equal to \$10 retail value shipping to any combination of 25 U.S. states (for the 25 state challenge) or all 50 U.S. states (for the 50 state challenge) qualify for the promotion. Shipping address will be used to determine order eligibility for orders with shippable products. Donation-only order eligibility will be based on billing address. For full terms and conditions, visit [www.trails-end.com/terms](http://www.trails-end.com/terms).

### **Social Graphics:**

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