



# ...GET ON-THE-TRAIL™ Mix!



**On-the-Trail Mix**  
**POWER MIX**  
 Peanut Butter Chips, M&M's® Milk Chocolate Candies, Honey Roasted Peanuts, Peanuts

**"Thank You"**  
 ON AVERAGE **75%** STAYS LOCAL

Trail's End  
 NET WT. 9.25

**On-the-Trail Mix**  
**CLASSIC MIX**  
 Peanuts, Raisins, M & M's® Milk Chocolate Candies, Almonds, Cashews

**"Thank You"**  
 ON AVERAGE **75%** STAYS LOCAL

Trail's End

**Venturing changes lives.**

**75%** STAYS LOCAL

Member of a program of the Boy Scouts of America for youth 14 through 20 years of age. Venturing helps young men and women become responsible and caring adults.

Members of Venturing Crews may climb mountains, sail the sea or work with people with disabilities... whatever their interests are... To learn more about Venturing visit our website:

[www.venturing.org](http://www.venturing.org)

**Thank you for your purchase!**

**VENTURING**

**Stay on the trail!**

We hope you enjoy our Trail Mix. Be sure to try both kinds.

**Nutrition Facts**

<b>Trail's End®</b>	
Serving Size 1/2 cup (125g)	
Amount Per Serving	
<b>Total Fat</b>	12g
<b>Total Sugar</b>	10g
<b>Total Protein</b>	15g
<b>Total Fiber</b>	5g
<b>Total Calories</b>	250
<b>Total Fat</b>	12g
<b>Total Sugar</b>	10g
<b>Total Protein</b>	15g
<b>Total Fiber</b>	5g
<b>Total Calories</b>	250



Finally, a highly profitable fundraiser for Venturing, from the leader in BSA fundraising, Trail's End.<sup>®</sup>  
**This is a new program, exclusive to Venturing Crews,  
 designed by Venturing Crews.**

Crews in Arizona, Ohio, Kentucky, Pennsylvania and Indiana told Trail's End<sup>®</sup> how to design a fundraiser just for Venturing. This is their program.



**Have your best fundraiser, ever.**

Everything is designed to make your fundraiser successful – easy to sell products, high profit, and a display and banners to attract consumers.

**Brand New Product:  
 "On-The-Trail Mix"™**

Two winning flavors. "Classic Mix" and "Power Mix." Gives your customers a choice!

*"Power Mix" with peanut butter chips, M&M's<sup>®</sup> Milk Chocolate Candies, honey roasted peanuts and peanuts.*



*"Classic Mix" with peanuts, raisins, M&M's<sup>®</sup> Milk Chocolate Candies, almonds and cashews.*

**Highest profit – 75% stays local.**

With a selling price of \$10 per bag, your crew will make \$5 on each, and your local Scout Council will make an additional \$2.50. That's a combined 75% profit to support Scouting in your community!



**Support for Venturing.**

Everything is about Venturing! Even the back of the package will help build awareness for Venturing in your community.



On-The-Trail Mix package back.



**Plan Your Next Fundraiser**

**Do the math!**

With an **amazing \$80 per case profit**, you can fund your Crew and all its activities for an entire year.

Cases	Crew Profit/ Case (16 bags per case x \$5)	Total Crew Profit
10	\$ 80	\$ 800
20	80	1,600
30	80	2,400
40	80	3,200

**Calculate the profit you need**

Use this formula –  
 Your goal is \$\_\_\_\_\_ (divide by \$ 80 per case) = \_\_\_\_\_ cases to sell.  
 The more planning that goes into a sale the more profitable it will be.

**Sell On-The-Trail Mix 2 profitable ways**

**"ON DISPLAY"**

Use this method and get more Crew members involved – usually 2, 3 or 4 people at a location.

Sell at multiple locations the same day. Rely on your Crew leaders and sponsoring organizations to help get locations at stores, in malls and other high-traffic places. The more locations, the more profit.



**"ONE-ON-ONE"**

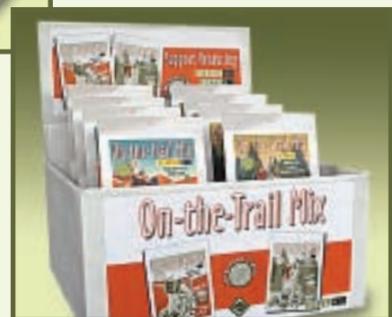
Sell door-to-door, at church and to family members. People will support you if they know you're planning an outdoor trek or doing a community project, or buying equipment.

**Everything you need is in the box!**



Each carton comes packed with 8 "Classic Mix" and 8 "Power Mix" flavors - a total of 16 bags.

An instant display! Just pop up the folded carton and you're ready to sell.



Order On-The-Trail Mix from your local Scout Council. Your shipment from Trail's End will contain everything you need to for a successful fundraiser.



With a minimum order of 16 cases get a **FREE 3' x 5' vinyl banner** that can be used over and over. Use whenever you're doing a sale.

**Tips for a successful sale**

1. Get your whole Crew committed to selling.
2. Set a goal for the amount of income you want to earn.
3. Arrange for high-traffic locations.
4. Tell local newspaper and radio your sale date and locations.

Talk to your local Scout Council today about this new fundraising program for Venturing. For additional information visit [trails-end.com](http://trails-end.com)

