

# 2012 Popcorn

## Online Sale

### *Getting the Emails Out!*

#### **After Scouts create their Online account on [scouts.trails-end.com](http://scouts.trails-end.com)**

Each of these methods will send customers directly to the Scouts individual ordering page

1. Scouts can use the **Send Emails** page link in the left hand column under sell online to customize messages for their online sales requests and follow-up requests plus thank you. They can add up to 10 customer emails at a time and send them out directly from the Trail's End site. This method keeps your customer contacts right there in Trail's End so they can resend information to their customers with just a few clicks.
2. They may also choose to send the email from **Send Emails** on the Trail's End site above to a parent or guardian and have them forward the email for them. The advantage to this method is that the emails come from an e- address that will be familiar to the recipient and no extra data entry is required. The disadvantage is that the scout will not have a record of who the sale requests were sent to. Plus, the forwarded message needs to be active content, meaning if the original recipient uses an email program such as outlook that combines messages from different addresses into one they may only see a copy of the email. They will have to access the original, or make sure the entire active content is downloaded.
3. If you would like to create your own personalized email, you can customize this URL:

(\*see below)

[http://www.trails-end.com/estore/scouts/email\\_referral.jsp?id=#####](http://www.trails-end.com/estore/scouts/email_referral.jsp?id=#####)

Write up your message or copy and paste the messages from the **Send Emails** on the Trail's End site, add your own pictures and then add the above URL as a hyperlink within your message!

\*Make sure you enter your Scout ID after "id=" (replacing the seven pound signs). Your Scout ID should be a seven-digit number. It is found at the top right of your page on [scouts.trailsend.com](http://scouts.trailsend.com). This link will send family and friends to trails-end.com and they will be supporting you. **Please make sure to test your link before you include it in an email.**