

# 2025 POPCORN WIZARDS GUIDE

Everything Wizards need to know About the 2025 popcorn Sale



# 2025 POPCORN SALES CALENDAR

SALE Preparation		
Monday, March 31		Registration OPENS
Monday, July 15		Early Bird Registration Deadline
Monday, July 1		Online Popcorn Sales BEGIN
Tuesday, July 22		\$10k & Up Storefront Reservations OPEN
Thursday, July 24		General Storefront Reservations OPEN
Monday, July 28		2025 Popcorn Sale Kick-off #1 (Virtual)
Wednesday, July 30		2025 Popcorn Sale Kick-off #2 (Virtual)
Tuesday, August 5		Pack 313 Masterclass (Virtual)
SALE		
Saturday, August 9 by 11:59PM		Order #1 DUE
Saturday, August 23		Popcorn Distribution #1
Saturday, August 23		Show N' Sales BEGIN
Saturday, September 13		Mid-Sale Popcorn Swap (Up to 50% of total sale)
Saturday, September 13 by 11:59 PM		Order #2 DUE
Saturday, September 27		Popcorn Distribution #2
POST-SALE Wrap-up	Hurricane Contingency	
Wednesday, October 22	November 5	Unsold Popcorn Return #1 (15% return of total sale only)
Wednesday, October 25	November 8	Take Orders DUE
Wednesday, Nov 2	November 16	Show N' Sales ENDS
Wednesday, Nov 12	November 19	Unsold Popcorn Return #2 (15% return of total sale only) & Take-Order Popcorn Distribution
Friday, November 7 by 11:59 PM	Friday, November 21 by 11:59 PM	Council ACH DUE
Friday, November 17 by 11:59 PM	Monday, December 1 by 11:59 PM	Final Day of Council Prize & Commission Eligibility Tracking
Friday, December 5th by 5 PM	December 19 by 5 PM	Final Payment Due*

**\*To ensure you receive your bonus commissions, payment must be received by December 5th.**  
Payments not received by that date will result in forfeiture of earned bonus commissions.

Register to Sell



GTBAC Popcorn website



More info: [Tampabayscouting.org/popcorn](https://Tampabayscouting.org/popcorn)

## PREP

### Trail's End App

**New Scouts:** download & register

- Use your zip code or Trail's End Unit Code
- Families can use the same email for multiple accounts, but each Scout needs their own account

**Returning Scouts:** download or update, and use your 2024 username

**Families:** login to all Scout accounts and easily switch accounts by tapping the arrows at the top of the app dashboard



<https://qrco.de/trails-end>

### Explore the App

- Set your goal on the dashboard
- Customize your online fundraising page
- Sign-up for storefront shifts
  - View site instructions for store / setup details
- Watch storefront videos on Training page

### Practice Your Sales Pitch

*"Hi, my name is \_\_\_\_\_ (first name only!) and I'm earning my way to \_\_\_\_\_ (goal for your funds)! Can I count on your support?"*

*My favorite flavor is \_\_\_\_\_ (pick one!). If you don't have cash, don't worry, we prefer credit card!"*

Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. If you cannot remember your sales pitch, say, "Will you help me go to Camp?" Even if the customer says no, always say, "Thank you" and "Have a good day."

### Sales Tips

- Follow the Guide to Safe Scouting at all times
- Make a list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your field uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support



<https://www.facebook.com/groups/TEScoutParents>

### Storefronts™

- Thank store managers & employees for supporting Scouting!
- Setup table near exit door, or where specified by store
- Enhance the shoppers' experience; do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Leave No Trace!

My Leader: \_\_\_\_\_

Phone / Email: \_\_\_\_\_

For more information, visit our FAQs →



<https://support.trails-end.com>

## SELL

### Best Practices

- Record all sales in app, including donations
- Heroes and Helpers™: your customers can send products to military troops, first responders & food banks, while still supporting you!
- Follow-up with online customers who have not supported
- Set goal in the app & track your progress

### Sales Methods

- Storefronts: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text; products will be ship to them.
- Scout Sales: sell to family & friends in person

### Rewards

Choose the prizes you want by recording sales in the Trail's End App and collecting points towards eGift Cards!

- New eGift Cards\*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Online: share your page with family and friends via social, email, or text; products will be ship to them.
- Credit & Online: 1.25 pts
- Cash: 1 pt
  - Each sale only accrues points in the applicable category above in which it will earn the most points
- Cash to Credit™: receive additional 0.25 points for every cash dollar converted to credit
  - Points for Storefront cash converted are split among Scouts working the store that day
- Scan QR code flyer to view storefront & online bonuses!



<https://wh-wf-training.s3.amazonaws.com/2025%20Scout%20Rewards.pdf>

### Trail's End App - Credit Sales

Faster, safer, higher sales, & Trail's End pays all fees!

- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware needed
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually or share orders with customers to checkout on their device

## WRAP UP

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank customers
- Claim Rewards
- Choose the prizes you want with your eGift Card

Enjoy your Scouting year!

\*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at [portal.trails-end.com/legal/terms](https://portal.trails-end.com/legal/terms). Identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older).

# Trail's End®

## 2025 PRODUCTS

- We only sell popular products & flavors that consumers purchase and enjoy every day.
- Now featuring Scouting America and Scouts in action.
- No artificial colors or flavors.

OVER  
**70%**  
STAYS LOCAL\*\*

**NEW FIVE  
\$20  
PRODUCTS\***

**DESIGNED TO INCREASE  
CONSUMER PURCHASES!**

**SIMPLIFIES SALE FOR  
SCOUTS, LEADERS,  
AND CONSUMERS!**

**\$20**



**BUTTER  
POPCORN**

**New**

- Delicious and made with real butter
- 18 cups | 6oz

**\$20**



**WHITE CHEDDAR  
POPCORN**

**#1 Seller Stays at \$20**

- Savory and made with real cheese
- 16.5 cups | 6oz

**\$20**



**SALTED  
CARAMEL CORN**

**Reduced from \$25 to \$20  
& 14oz to 11oz**

- Rich caramel with just the right amount of salt
- 5 cups | 11oz

**\$20**



**SWEET & SALTY  
KETTLE CORN**

**Increased from \$15 to \$20  
& 3.5oz to 4.5oz**

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5oz

**\$20**



**POPPING  
CORN**

**Increased from \$17 to \$20**

- All natural, popping kernels
- 28oz

**\$25**



**MICROWAVE  
BUTTER  
POPCORN**

- Just the right snack for movie night
- 12 microwave bags



- Scouting America logo
- Highlighting future leaders
- Over 70% stays local!
- Scouts in action
- Weaver Statement
- QR Code to purchase additional online products
- Nationally Licensed & highlighting BeAScout.org



\*Each Council designates products and pricing for their Units to be each year.  
\*\*Average return to local Councils, Units and Kids based on a Trail's End product sales. Individual results may vary.  
Nutritional information & ingredients are as of 1/1/2025. Contact us at support@trail-s-end.com/support for more questions.



**MORE ONLINE PRODUCTS  
& NUTRITIONAL FACTS**

**ONLINE SCOUT ID:**

# 2025 Popcorn Sale Commission



<b>Base Commission</b>	<b>25%</b>
<b>Early Registration Bonus</b> <b>Attend Kick-off Training</b> (Both required for bonus, unit must be registered in trails-end system to sell by July 15th to qualify)	<b>+2%</b>
<b>Heroes &amp; Helpers Club:</b> H&H must equal 15% of a units total sale for 2025 in order to qualify for the commission	<b>+3%</b>
<b>Tier 1 - Sell \$5,000 - \$14,999 or 15% increase in sales over last year</b>	<b>+4%</b>
<b>Tier 2 - Sell \$15,000+ or 25% increase over last year</b>	<b>+6%</b>
<b>Total Potential Commission</b>	<b>40%</b>

## The Sorcerer's Club (Prizes and More)

**Join the Sorcerer Club and Earn:**

**1st Year Club - Sell \$100 and get a themed patch**

**2nd Year Club - Sell \$1,000 and \$15 Fandango Gift Card**

**3rd Year Club - Sell \$2,000 and get a 2 tickets to attend the Top Sellers Party**

**4th Year Club - Sell \$3,000 and get \$150 Visa Gift Card**

**5th Year Club\* - Sell \$6,000+ and get one gift card equaling two (2) 1-Day Tickets to Universal Studios (NOTE: Expected Value - \$119.00 per ticket)**

*\*This prize can be doubled one time with hitting goal multiple times*





# 2025 SCOUT REWARDS

## NEW REWARD OPTIONS\* - PICK ONE OR MULTIPLE!

AMAZON, TARGET, WALMART, PREPAID MASTERCARD®, DICK'S SPORTING GOODS, NINTENDO, REI, GAMESTOP, BASS PRO SHOPS, BEST BUY, CABELA'S, APPLE, LEGO, XBOX, AND PLAYSTATION



## EARN MORE WITH HEROES AND HELPERS™

	Points* (per \$1 sold)
<b>Heroes and Helpers</b>	1.75 (credit & online) / 1.5 (cash)
<b>App Credit &amp; Online</b>	1.25
<b>App Cash</b>	1
Each sale only accrues points in the applicable category above in which it will earn the most points	
<b>Cash to Credit™</b>	
Earn an additional 0.25 point per \$1 converted. Points for Storefront cash converted are split among Scouts working the store that day.	

## EARN MORE WITH ONE SCOUT & PARENT STOREFRONT SHIFTS

### 2025 Bonus Rewards\*

Jun 30 8pm ET - Nov 30 6:59pm ET

#### Sell \$500 or more per hour per Scout

- Earn 1 bonus point per dollar sold

#### Sell \$300-\$499 per hour per Scout

- Earn 0.5 bonus point per dollar sold

#### Sell \$500 or more online

- Earn 250 bonus points

Choose the prizes you want by recording sales in the Trail's End App and collecting points towards eGift Cards and Prepaid Cards

Levels	Points	eGift Card DELIVERED BY TRAIL'S END
18	17,500+	10% of points
17	15,000	\$1,250
16	12,000	\$1,000
15	10,000	\$750
14	7,500	\$550
13	6,000	\$450
12	5,000	\$350
11	4,000	\$250
10	3,500	\$200
9	3,000	\$150
8	2,500	\$100
7	2,000	\$70
6	1,750	\$60
5	1,500	\$50
4	1,250	\$40
3	1,000	\$30
2	750	\$20
1	500	\$10



**EARN MORE! EASIER!**  
**Download the Trail's End App today**

Trail's End Distributed Rewards earned in 2025 must be claimed by June 30, 2026.

\*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at [portal.trails-end.com/legal/terms](https://portal.trails-end.com/legal/terms). The merchants represented are not sponsors of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates and do not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older). Virtual Prepaid Mastercard is issued by Pathward®, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. No cash access or recurring payments. Can only be used in the U.S. where Debit Mastercard is accepted online, for phone/mail orders or in stores that accept mobile wallet. Card valid for up to 6 months; unused funds will forfeit after the valid thru date. Terms and conditions apply.

# 60 DAY SALE PLANNER: HOW TO REACH YOUR GOAL

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SCOUT

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TOTAL GOAL

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DAILY GOAL

\$500 GOAL = \$9/DAY

\$1,000 GOAL = \$17/DAY

\$1,500 GOAL = \$25/DAY

\$2,000 GOAL = \$34/DAY

\$2,500 GOAL = \$42/DAY

\$5,000 GOAL = \$84/DAY

\$7,500 GOAL = \$125/DAY

\$10,000 GOAL = \$167/DAY

*PLEASE NOTE: \*INDIVIDUAL PACK/TROOP SALES MAY DIFFER*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						Aug 23
24	25	26	27	28	29	30
31	Sept 1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	Oct 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26						



# SIMPLE WAGON SALE/ STORE FRONT SCRIPT

“Hi, my name is with (your unit #).\_\_\_\_\_

We are selling popcorn to raise money for camp and other Scouting adventures! Will you please help by buying some of our delicious popcorn?”

## HOW TO SELL \$1,000 IN UNDER 8 HOURS

5  
mins

**PERSONALIZE.** Download the Trail's End App, register an account, if you don't already have one, personalize, your account. Set a goal, add images, and a short bio explaining your fundraising campaign.

10  
mins

**ONLINE DIRECT.** Utilize the new Auto share feature of the Trail's End App to ask your prior customers and phone contacts to support your adventures again this year, You can choose from one-time, 30-day, 60-day, and 90-day sharing campaigns that include email(s) and/or text message(s). Trail's End does the work for you, and the average customer orders over \$65 when they order online directly!

Pro Tip: Share your fundraiser page through social media, and tag your family and friends.

4 hrs

**STOREFRONTS.** Download the Trails End App and register an account. Then on the Trails End App, have a parent or guardian sign you up for a shift to sell at a store location.

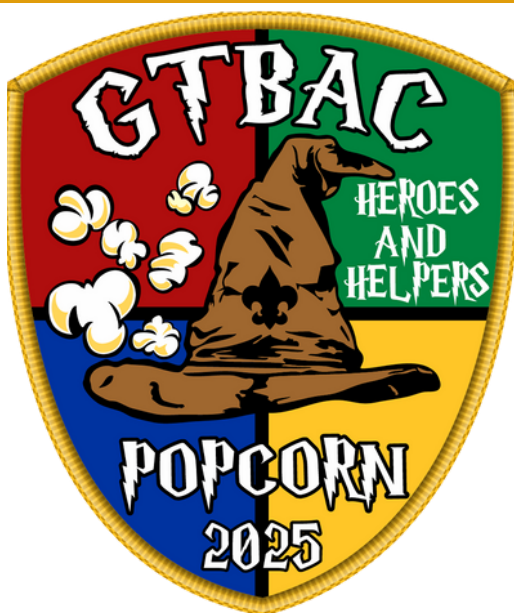
Pro Tip: Be sure to take water and snacks with you for your shift

3 hrs

**WAGON SALES.** Download the Trails End App and register an account. If permissible, visit homes or businesses with a parent or guardian with take order forms and product in-hand.

Pro Tip: Wear your uniform and practice your popcorn sales speech.

# HEROES AND HELPERS



## "EVERY HERO DESERVES A SNACK!"

With the donations collected by Scouts like you, we can recognize local Heroes & Helpers with a gift of Popcorn!

## HOW SCOUTS EARN THE PATCH

Each Scout who collects a minimum of \$100 in Heroes & Helpers Donations will receive the exclusive "Heroes & Helpers" Glow In The Dark Patch.

## HOW LEADERS EARN THE PATCH

For every 3 Scouts who collect a minimum of \$100 in Heroes & Helpers Donations (\$300), a leader will also earn the "Heroes & Helpers" Glow In The Dark Patch

### Please Note:

Trails End has re-branded "American Hero donations" as "Heroes & Helpers donations". **All of these donations count towards Scout's Total Sales, Points, and Unit Commissions** as well as earning the "Heroes and Helpers" Patch

# SCOUT PITCH

“Hi, my name is \_\_\_\_\_ and I’m earning my way  
(first name only!)

to \_\_\_\_\_! Can I count on your support?  
(goal for your funds)



My favorite flavor is \_\_\_\_\_. If you don’t  
(pick one!)

have cash, don’t worry, we prefer credit card!”

Remember:

**NEVER, NEVER, NEVER** ask customers to buy popcorn.  
It’s to support You!

If you cannot remember your sales pitch, say,  
“Will you help me go to Camp?”

Even if the customer says no, always say,  
“Thank you” and “Have a good day.”



***Trail's End.***