# 2025 POPCORN LEADERS GUIDE

Everything Wizards need to know About the 2025 popcorn Sale



## 2024 Top Selling Scouts

1. Grayson V	Pack 313	Miccosukee	\$32,040
2. Christian P	Troop 901G	Timucua	\$20,856
3. Mario G	Pack 313	Miccosukee	\$15,040
4. Adam L	Pack 313	Miccosukee	\$13,283
5. Owen E	Pack 313	Miccosukee	\$10,864
6. <b>Jamie S</b>	Pack 313	Miccosukee	\$10,450
7. Jack G	Pack 313	Miccosukee	\$10,310
8. Strider S	Pack 313	Miccosukee	\$10,002
9. <b>Bodhi S</b>	Pack 313	Miccosukee	\$9,118
10. <b>Lara G</b>	Pack 313	Miccosukee	\$8,543

## 2024 Top Selling Units

1. Pack 313	Miccosukee	\$313,522
2. Pack <b>285</b>	Skyway	\$39,262
3. <b>Pack 528</b>	Lake Region	\$35,954
4. <b>Pack 7</b>	Suncoast	\$32,763
5. <b>Pack 413</b>	Miccosukee	\$32,048
6. <b>Troop 148</b>	Fort Brooke	\$30,306
7. Pack 339	Fort Brooke	\$29,369
8. <b>Pack 205</b>	Timucua	\$29,024
9. <b>Pack 89</b>	Timucua	\$27,352
10. <b>Pack 323</b>	Suncoast	\$25,791

## 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*	

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

More info: Tampabayscouting.org/popcorn





## 2025 Popcorn Sale Commission

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

## The Sorcerers 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)

### POPCORN HELPS YOUR SCOUTS

Become Goal Setters Learn People Skills Learn Money Management Become Future Entrepreneurs Become Decision Makers Develop Business Ethics Scouts Learn Benefits For Scouts...

- Over 73% supports our local Scouts\*
- Personal growth program with direct correlations to rank advancement and merit badges.
- Earn Amazon.com Gift Cards\*\*
- Millions of prize choices
- Scouts buy the prizes they want

- How to help others around them
- Points of the Scout Law
- How to earn their own way in Scouting
- How to be part of something bigger
- The value of hard work
- To develop lifelong skills

\*Average return to local councils, units and Scouts based on all Trail's End product sales

### WHAT CAN POPCORN DO FOR YOUR UNIT?

### Highest Profit Return - Over 73% Returned to Local Scouting\*

- You can earn enough money to fund your unit's Scouting program for the entire year!
- The council uses part of the proceeds for camping programs, leader training, Camporees, etc. \*Average return to local councils, units and Scouts based on all Trail's End product sales

### Turn-Key Program

• All sales tools provided for success: Trail's End App, credit card readers (fees paid by TE), Trail's End Rewards, Trail's End Facebook Communities, online selling platform, marketing collateral, training webinars, etc.

### Program Support

- Council staff, volunteers, and Trail's End available for assistance.
- Local and online trainings to guide you through a successful sale.
- A Facebook community of Popcorn Kernels where you can get answers 24/7, 365 days a year

### Recruitment

- Recruit a Scout" is a new feature in the Trail's End App where Scouts in your unit can collect contact information from families interested in joining Scouting while selling popcorn. When the form is completed, an email is triggered to the leader of the unit and your council.
- It's an impactful program that's attractive to Scout families and helps you gain membership!

## PREFECT JOB DESCRIPTION

### Job Title: Unit Popcorn "Popcorn Prefect"

Position Concept: To give leadership to the unit popcorn sale

### Principal responsibilities:

- Follow 2025 Popcorn Dates and Schedule for Unit Leaders.
- Attend the Popcorn Kickoff (Team Training/Orientation) on July 29th or 31st held virtual
- Work with your unit committee to develop a unit sales goal. Decide what sales methods your

unit will participate in. (Show & Sell, Take Order, Online)

- Manage the collection of popcorn and prize orders for your unit. Be on time per the "Key Dates" calendar.
- Prepare handouts for the Unit Kick-off meeting for leaders, Scouts, and parents.

#### Handouts could include:

- Timeline showing sales dates, date orders are due, time and place for pick-up.
- Unit goal and per-scout sales goal.
- Unit Master Record form to den leaders to record Scout's sales for den/patrol totals.
  - \*\*Only if not using the app.
  - \* Parent's letter, to explain the importance of the sale to parents, Scouts, Unit & Council, the Master Ball Clubs, and the
     Heroes & Helpers Program.
- Order forms, prize flyer, and money envelope.
- Hold a unit popcorn kick-off and disperse paperwork to leaders, parents & Scouts. Discuss goals, sales techniques, money collection safety suggestions, and key dates. Build excitement around the sale!
- Submit your unit's popcorn orders by Saturday, August 10 by 11:59PM for "Show & Sell" products and by Thursday, November
   2nd by 11:59PM for "Take Order products.
- Establish a system for checking out/in popcorn to your Scouts if your unit is participating in "Show & Sell".
- Make arrangements to pick up popcorn at the scheduled time and day at the pickup site. Make sure to bring enough large
  vehicles to accommodate your order.
- Distribute popcorn to Scouts.
- Check throughout the sale to see how your Scouts are doing. When you are doing "Take Order", if you find Scouts that are not selling much, check-in their popcorn and redistribute it to Scouts that are selling more.
- Collect and tally money/ popcorn by unit due date "Show & Sell" units will bring a check along to pay for the popcorn.
- Submit prize forms and/or Heroes & Helpers" patch eligibility forms to the Council Service Center by 5 PM on Friday, November 4(Final day for eligibility).

## 2025 Council Incentives

## HEROES AND HELPERS



### "EVERY HERO DESERVES A SNACK!"

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

## How Scouts Earn the Patch

Each Scout that 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 collects 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 Scouts Total Sales, Points, and Unit Commissions** as well as earning the "Heroes and Helpers" Patch

## Ordering Popcorn & Distribution

## Placing Orders

Step 1: . Login at www.trails-end.com

**Step 2:** Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn"

Step 3: Assign each patrol, den, or Scout a popcorn pick-up time.

Step 4: Click the "Choose Delivery..." button and choose the order you are placing

**Step 5:** Enter the quantities that you wish to order in the adjustment column.

**Step 6**: Click SUBMIT when you are finished with your order.

**Step 7**: You will receive an order confirmation to your email address once your order is approved by the Council

Pro Tip: Contact support@trails-end.com if you do not know your password.

Pro Tip: Use the "Recommended Order" Trails End offers as a guide on what to order



<sup>\*</sup>The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

### Getting Your Popcorn

### First Order Distribution – August 24 | Distribution Locations & Times: TBA (subject to change)

Units that ordered popcorn will pick up their orders between 6:30 AM and 9:30 AM. On-site product sorting may be required depending on warehouse space and volunteers available. Be prepared to count

and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on the unit's behalf. No children under the age of 18 are allowed in the warehouses due to safety reasons.

### Mid-Order Distribution – September 28 @ Scout Service Center

Units that made a mid-order will pick up orders on September 28 between 7:30 AM AM and 9:30 AM. On-site product sorting may be required depending on the space and volunteers available. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a checkout form and take ownership of the product on the unit's behalf.



### 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.





DESIGNED TO INCREASE CONSUMER PURCHASES!

SIMPLIFIES SALE FOR SCOUTS, LEADERS, AND CONSUMERS!



### BUTTER POPCORN

#### New

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



## WHITE CHEDDAR POPCORN

### #1 Seller Stays at \$20

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



### SALTED CARAMEL CORN

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

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





### 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



### MICROWAVE BUTTER POPCORN

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





### POPPING CORN

#### Increased from \$17 to \$20

- · All natural, popping kernels
- 28oz



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





### **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)
Heroes and Helpers	<b>1.75</b> (credit & online) / <b>1.5</b> (cash)
App Credit & Online	1.25
App Cash	1
Each sale only accrues points in the applicable category above in which it will earn the most points	
Cash to Credit™  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



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

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### **2025 SCOUT & PARENT GUIDE**

### **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

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**

(first name only!) and I'm earning my way (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 Tracel

My Leader:	<u></u>
Phone / Emai: _	



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!
- Heroes and Helpers: 1.75 pts (credit & online), 1.5 pts (cash)
- 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!

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### **2025 LEADER GUIDE**

### **PREP**

#### **Register Your Unit**

- Get started by registering
- New Leaders receive Leader Portal username after registration



https://login.trails-end.com/unit-registration

#### **Set Unit & Scout Goals**

- · Start by planning your program ask Scouts what they want to do
- Use the goal setting tool to create a budget
- Set your fundraising goal to achieve your program plan



### **Visit Leader Portal**

One place to manage everything!

- Reserve & manage Storefronts
- Access training page
  - Leader & Scout videos, Kickoff Presentation, Scout & Parent Guide, Rewards flyer
- Order popcorn & track inventory
- View Scout sales in real-time
- Submit rewards
- Claim Unit payout



https://login.trails-end.com/

#### Reserve Storefronts™

- Maximize sales by selecting "One Scout per shift"
- Entering a Unit goal is required to reserve (for participating Councils)
- Trail's End booked hours have \$300+ sales potential based on foot traffic & trained Scouts
- Reservations at Trail's End Storefronts from Fri-Sun that have no Scouts signed up for shifts will be auto-released each week at 8pm ET



8 PM ET	2024 SALES	RESERVATIONS
July 22	\$10k+	4
July 23	All Units	2
July 24	All Units	Unlimited

#### Rewards

- New eGift Cards\*: Amazon, Target, Walmart, Prepaid
- Mastercard®, and more! Earn more with one Scout & Parent shifts
- Scouts receive more points with Heroes and Helpers, app credit

#### **Scout Participation**

- Explain "what's in it for Scouts / families" to participate
- Share goals & budget with parents
  All Scouts need a Trail's End account
  - · Give Trail's End Unit Code to new Scouts to register
  - Returning Scouts use their 2024 username

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### **SELL**

#### **Best Practices**

- You're not selling popcorn... you're selling Scouting!
- For Scouts...
- Get a head-start with online sales in June/July
- Record sales in Trail's End App
- Enter donations received as Heroes and Helpers
- Never ask customers to buy popcorn... it's to support you Ensure all shifts are filled or release for other Units
- Check Reserve Storefronts page on Thursdays at 8pm ET for auto-released hours

### Heroes and Helpers™

- Trail's End ships products to military personnel and their families, first responders & local food banks
- Automatically added to Unit orders each night
- Scouts earn 1.75 points (credit & online) and 1.5 points (cash) per \$1 Heroes and Helpers sold

### 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 required
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually
- Scouts can share orders with customers to checkout on their

#### Cash to Credit™

- Scouts receive an additional 0.25 point for every cash dollar converted to credit
- Points for Storefront cash converted are split among Scouts working the store that day
- Parents keep the cash and use their card to convert
- Leaders use their card to convert cash returned from Storefronts

### WRAP UP

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate & enjoy your Scouting year!

Thank you for choosing Trail's End!



SUPPORT & FAQS

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



## Popcorn Checklist

Register for the popcorn sale at www.trails-end.com/unit-registration.
Sign up for a Trail's End Webinar and join the Trail's End Facebook group.
Attend the district and/or council's Popcorn Kickoff event and build your popcorn team.
Complete your unit's program plan for the year. Get the Scouts' input to have an "Ideal Year of Scouting."
Set your budget goal by calculating the costs of doing all the activities in your unit's program plan.
Calculate the amount of popcorn you need to sell to meet your budget need: Budget / # of Scouts = Cost per Scout.
Break the goal down to an individual Scout (family) goal: Cost Per Scout / Commission = Sales Per Scout.
Add Important Dates to your unit's calendar (example: Popcorn Order Due Dates).
Schedule and plan out your unit's Popcorn Kickoff, often the first gathering of the new program year. Make it a fun event; have food
snacks, games, door prizes, etc.
Do a virtual kickoff with games and online prizes.
Determine the best incentives for your unit that are above and beyond the council's prize program: top seller prize, pizza party for
top selling den/patrol, gift cards for high sales amount, etc.
Create a communication plan to reach all Scouting families.
Highlight all the program activities the unit is planning on participating in.
Provide information on the sales goal per Scout so there are "no out of pocket expenses."
Determine the best method of communication; email, phone calls, social media, video chats, etc.
Decide how often you plan to send out communication pieces.
Provide selling instructions, how to download the app, key dates for pickup, payment, rewards, and who to contact with questions.
Start selling early (July & August) and start with 1) Online Direct and 2) Take Order.
Direct Scout families to www.trails-end.com for additional information about online selling and additional selling tips.
Text APP to 62771 to download the Trail's End App.
Encourage all Scouts to also go door-to-door with a parent. Two out of three customers will buy when asked.
Set up a sale territory for the Scouts. Less than 20% of all households have been asked to purchase popcorn.
Have a parent(s) take the Trail's End App or order form to work.
Secure your storefront location(s) several weeks in advance (if applicable).
Set up a schedule for Scouts to sign up for shifts through the Trail's End App. One Scout per two-hour block is ideal.
Remember the rules of two deep leadership.
Coordinate assistance to pick up popcorn at the designated warehouse.
Distribute popcorn to Scouts and ensure deliveries are made to customers.
Collect money from Scout families. Parents can also pay with their credit card in the Trail's End App. Checks should be made out to
your unit (i.e. Pack 100), not the council.
Pay council invoice(s).

## Popcorn Professor's

Popcorn Headmaster- Kyle Molldene	Kyle.Molldene@scouting.org	813-955-0860
Ft. Brooke - Jordan McDonald	jordanomcdonald@gmail.com	813-409-8643
Lake Region - Victoria Moran	victoria.moran@scouting.org	863-632-1934
Miccosukee - Gina Nunez	Metroswimmer@gmail.com	727-485-4809
Skyway - Drew Alkikacti	Daldikacti@greenelegalfirm.com	239-289-9395
Timucua - Melissa Hansen	melissahansen713@gmail.com	910- 813-3281
Withlacoochee - Krista Knowles	kristaknowles@yahoo.com	352-942-9929
Thunderbird - Angel Lovelace	lovelace1107@gmail.com	757- 773-9679
Suncoast - Roger Ali & Janine Ali	roger.ali@outlook.com & janine.ali@outlook.com	813-780-8241 or 516-456-5683

## Notes and Links

Register to Sell



GTBAC Popcorn website



Trails End's FB Community Page



Trails End Training Webinars

