

A LEGO GUIDE TO POPCORN

Everything Builders Need to Know About the 2026 Popcorn Sale



2026 POPCORN SALES CALENDAR

SALE Preparation	
Monday, April 13	Unit Registration OPENS
Monday, July 6	Online Popcorn Sales BEGIN
Tuesday, July 28	\$10k & Up Storefront Reservations OPEN
Thursday, July 30	General Storefront Reservations OPEN
Wednesday, July 22 (7:00 PM)	Popcorn Sale Kick-off #1 (Virtual)
Sunday, July 26 (7:00 PM)	Popcorn Sale Kick-off #2 (Virtual)
SALE	
Sunday, August 2 (11:59 PM)	Order #1 DUE
Saturday, August 15	Popcorn Distribution #1
Saturday, August 15	Show N' Sales BEGIN
Saturday, September 12	Mid-Sale Popcorn Swap & Return (up to 50%)
Sunday, September 13 (11:59 PM)	Order #2 DUE
Saturday, September 26	Popcorn Distribution #2
POST-SALE Wrap-up	
Sunday, November 8	Take Orders DUE
Wednesday, November 11 (6:30 PM)	Unsold Popcorn Return (15% limit; must meet 15% H&H) & Take-Order Distribution
Sunday, November 15	Show N' Sales ENDS
Monday, November 16 (11:59 PM)	Council ACH DUE
Monday, November 16 (11:59 PM)	Final Day of Prize & Commission Eligibility Tracking
Friday, December 4 (5 PM)	Final Payment Deadline*
Post-Sale Wrap-up (With Hurricane Contingency)	
Saturday, November 8	Take Orders DUE
Wednesday, November 25	Unsold Popcorn Return (15% limit; must meet 15% H&H) & Take-Order Distribution
Sunday, November 29	Show N' Sales ENDS
Monday, November 30 (11:59 PM)	Council ACH DUE
Monday, November 30 (11:59 PM)	Final Day of Prize & Commission Eligibility Tracking
Friday, December 11 (5 PM)	Final Payment Deadline*

Bonus commissions require payment by December 19. Late payments forfeit bonus commissions.

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!
- 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%e20Rewards.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. 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®

2026 PRODUCTS

- We sell popular products & flavors that consumers purchase and enjoy every day
- No artificial colors or flavors



**FOUR
\$20
PRODUCTS***

**DESIGNED TO INCREASE
CONSUMER PURCHASES!**

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

\$20



SEA SALT POPCORN

New

- Delicious and made with just the right amount of salt
- 12.5 cups | 5oz

\$20



WHITE CHEDDAR POPCORN

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

\$20



SALTED CARAMEL CORN

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

\$20



SWEET & SALTY KETTLE CORN

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

\$25



MICROWAVE BUTTER POPCORN

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

ONE FUNDRAISER TO POWER YOUR ENTIRE YEAR

*Each Council designates products and pricing for their Units to sell each year.
**Average return to local Councils, Units and Kids based on all Trail's End product sales. Individual results may vary.
Nutritional information & ingredients available on back of packaging. Contact us at support.trails-end.com/support/home with questions.

2026 Popcorn Sale Commission



Base Commission	25%
Heroes and Helpers Club: H&H must equal 15% of a unit's total sales for 2026 in order to qualify for the commission	+5%
Tier 1 - Sell \$5,000 - \$14,999 or 15% sales increase over last year	+4%
Tier 2 - Sell \$15,000+ or 25% increase over last year	+6%
Total Potential Commission	40%

The Master Builders Club (Prizes and More)

Join the Master Builders Club and Earn:

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

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

3rd Level Club - Sell \$2,000 and get a \$50 Visa Gift Card

4th Level Club - Sell \$3,500 and get 2 tickets to the Top Sellers Party at Legoland

5th Level Club* - Sell \$6,000+ and get one gift card equaling two (2) 1-Day Tickets to Universal Studios (NOTE: Expected value: up to \$150 per ticket)

*Universal Studios gift card earnings may only be doubled one (1) time per Scout for each \$6,000 in qualifying popcorn sales achieved. (i.e., \$12,000 sold = a second gift card equaling two (2) 1-day tickets)

Trail's End REWARDS®

EARN 4X WITH CREDIT

4 POINTS PER \$1 CREDIT & ONLINE SALES

1 POINT PER \$1 CASH SALES

+3 BONUS POINTS PER \$1 FOR CASH TO CREDIT®

PLUS

1 bonus point per \$1 for Heroes And Helpers®
Earn ADDITIONAL bonus points for achieving sales levels below

NEW

Earn points on sales between levels!
With 100% credit sales, Scouts claim when ready!
Each point = \$0.01 in gift cards; minimum of \$600 in sales is required for Rewards claiming to begin.

CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

Pick one or more:
 Amazon eGift Card, Prepaid Mastercard®, and others!



WHY IS CREDIT IMPORTANT

72% of U.S. retail is credit – yet Scouts are only 51% credit from consumers. That's a missed opportunity, because **consumers spend 14% more with credit – helping Scouts hit goals 14% faster.**

Plus, **not handling cash is safer** for Scouts, Parents, and Leaders, and **credit means Scouts, Packs/Troops, and Councils get paid faster.**

 **DOWNLOAD THE TRAIL'S END APP® TO START EARNING**

Here's what Scouts earn with all credit sales:

SALES LEVEL	BASE POINTS (4 POINTS PER \$1)		LEVEL BONUS POINTS		TOTAL POINTS	\$ REWARDS	WHAT YOU COULD GET
\$25,000*	100,000	+	235,000	=	335,000	\$3,350	Family Vacation
\$15,000	60,000	+	140,000	=	200,000	\$2,000	High Adventure
\$10,000	40,000	+	70,000	=	110,000	\$1,100	Canoe
\$7,500	30,000	+	50,000	=	80,000	\$800	3D Printer
\$5,000	20,000	+	30,000	=	50,000	\$500	Gaming Console
\$4,000	16,000	+	21,500	=	37,500	\$375	Day Camp
\$3,000	12,000	+	13,000	=	25,000	\$250	Hiking Backpack
\$2,000	8,000	+	3,000	=	11,000	\$110	Drone
\$1,500	6,000	+	1,500	=	7,500	\$75	Camping Tent
\$1,000	4,000	+	500	=	4,500	\$45	Video Game
\$600	2,400	+	100	=	2,500	\$25	Water Bottle

***Earn additional 45,000 bonus points for every \$5,000 sold above \$25,000**

Trail's End Rewards earned in 2026 must be claimed by March 31, 2027. All rewards and promotions are subject to Terms and Conditions. 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. Please visit each company's website for additional terms and conditions.

60 DAY SALE CALENDER: HOW TO REACH YOUR GOAL

SCOUT

TOTAL GOAL

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 one-time, 30-day, 60-day, or 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 Trail’s End App and register an account. Then on the Trail’s 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 Trail’s 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 and Helpers with a gift of Popcorn!

HOW SCOUTS EARN THE PATCH

Each Scout who collects a minimum of \$100 in Heroes and Helpers Donations will receive the exclusive "Heroes and Helpers" Patch.

HOW LEADERS EARN THE PATCH


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

Please Note:

Trail's End has re-branded "American Hero donations" as "Heroes and Helpers donations". **All of these donations count towards Scouts' 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.