

# 2026 POPCORN LEADERS GUIDE

*Everything Leaders Need to Know About the 2026 popcorn Sale*



## ***2025 TOP SELLING SCOUTS***

|                 |          |            |          |
|-----------------|----------|------------|----------|
| 1. Grayson v    | Pack 313 | Miccosukee | \$34,002 |
| 2. Adam L       | Pack 313 | Miccosukee | \$20,263 |
| 3. Mario G      | Pack 313 | Miccosukee | \$13,245 |
| 4. Reddington S | Pack 313 | Miccosukee | \$13,237 |
| 5. Silas F      | Pack 205 | Timucua    | \$12,365 |
| 6. Emma S       | Pack 313 | Miccosukee | \$12,329 |
| 7. Jaden L      | Pack 313 | Miccosukee | \$12,261 |
| 8. Jamie S      | Pack 313 | Miccosukee | \$12,050 |
| 9. Russel C     | Pack 313 | Miccosukee | \$12,040 |
| 10. Owen E      | Pack 313 | Miccosukee | \$12,039 |

## ***2025 TOP SELLING UNITS***

|              |               |           |
|--------------|---------------|-----------|
| 1. Pack 313  | Miccosukee    | \$400,621 |
| 2. Pack 413  | Miccosukee    | \$63,954  |
| 3. Pack 7    | Suncoast      | \$54,859  |
| 4. Pack 285  | Skyway        | \$50,059  |
| 5. Pack 205  | Timucua       | \$48,642  |
| 6. Troop 148 | Fort Brooke   | \$38,137  |
| 7. Pack 431  | Miccosukee    | \$33,430  |
| 8. Troop 665 | Timucua       | \$31,333  |
| 9. Pack 462  | Withlacoochee | \$30,746  |
| 10. Pack 528 | Lake Region   | \$29,971  |

# 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 (11:59 PM)    | Take Orders DUE  | <b>(With Hurricane Contingency)</b><br>Saturday, November 8 |
| Wednesday, November 11 (6:30 PM) | Unsold Popcorn Return (15% limit; must meet 15% H&H) & Take-Order Distribution | Monday, November 23   |
| Sunday, November 15              | Show N' Sales ENDS   | Sunday, November 29   |
| Monday, November 16 (11:59 PM)   | Council ACH DUE  | Monday, November 30 (11:59 PM)                              |
| Monday, November 16 (11:59 PM)   | Final Day of Prize & Commission Eligibility Tracking                           | Monday, November 30 (11:59 PM)                              |
| Friday, December 4 (5 PM)        | Final Payment Deadline*  | Friday, December 11 (5 PM)                                  |

**\*Late payments forfeit all bonus commissions**

# 2026 POPCORN SALE COMMISSION



7

|  |            |
|--|------------|
| <b>Base Commission</b>   | <b>25%</b> |
| <b>Heroes and Helpers Club:</b><br>H&H must equal 15% of a Unit's total sale for 2026 in order to qualify for the commission | <b>+5%</b> |
| <b>Tier 1 - Sell \$5,000 - \$14,999 or 15% sales increase 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 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)

# ***POPCORN HELPS YOUR SCOUTS***

***1. Become Goal Setters Learn People Skills***

***2. Learn Money Management Become Future Entrepreneurs***

***3. Become Decision Makers Develop Business Ethics***

## ***Benefits For Scouts...***

- Over 70% supports our local Scouts\*
- Personal growth program with direct correlations to rank advancement and merit badges.
- Earn Gift Cards from your favorite retailers such as Amazon, Best Buy and others\*\*
- Millions of prize choices
- Scouts buy the prizes they want

## ***Scouts Learn***

- 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 70% 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 grow membership!

# MASTER MODEL BUILDER JOB DESCRIPTION

## **Job Title: Unit Popcorn "Master Model Builder"**

**Position Concept:** To give Leadership to the Unit popcorn sale

### **Principal responsibilities:**

- Follow 2026 Popcorn Dates and Schedule for Unit Leaders.
- Attend one of the Popcorn Kickoffs (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 Builders Clubs, and the Heroes and 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 Sunday, August 2 by 11:59PM for "Show & Sell" 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.
- HAVE FUN!!

# ***2026 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 and Helpers with a gift of Popcorn!**

### ***How Scouts Earn the Patch***

Each Scout that 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

# Ordering Popcorn & Distribution

## Placing Orders

**Step 1:** . Login at [www.trails-end.com](http://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

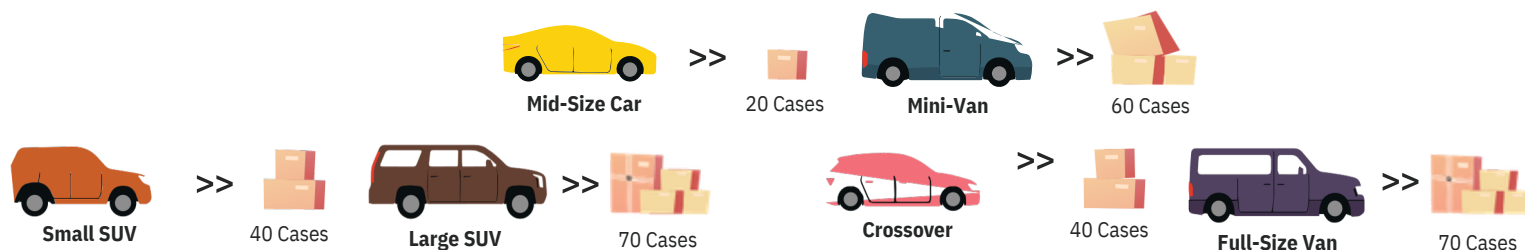
**Step 5:** Enter the quantities that you wish to order in the adjustment column.

**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](mailto:support@trails-end.com) if you do not know your password.

*Pro Tip:* Use the “Recommended Order” Trail's End offers as a guide on what to order



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

## Getting Your Popcorn

### First Order Distribution – August 15 | 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 26 @ Scout Service Center

Units that made a mid-order will pick up orders on September 26 between 7:30 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.

# Trail's End REWARDS<sup>®</sup>



## 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<sup>®</sup>**



### CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

Pick one or more:  
Amazon eGift Card, Prepaid Mastercard<sup>®</sup>, 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.**

**PLUS**

**1 bonus point per \$1 for Heroes And Helpers<sup>®</sup>**

**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.**



**DOWNLOAD THE TRAIL'S END APP<sup>®</sup> TO START EARNING**

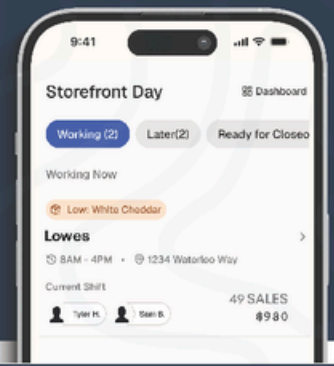
## Here's what Scouts earn with all credit sales:

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

**\*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.



## New to Trail's End?

Register here: [login.trails-end.com/unit-registration](http://login.trails-end.com/unit-registration)

## START

### Log into the Leader Portal

- Complete "**Plan Your Fall Fundraiser**" so Trail's End can secure Storefront hours for your Unit

### Set Goals

- Build your Unit's Adventure Plan inside Portal
- Share your Unit calendar and budget with parents
- Scouts download the App and set their goals

### Manage Storefronts

- View "Reserve Storefronts" for available hours.
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" to achieve goals faster

### Throughout the Sale

- Have Scouts use the Trail's End App
- Order and track inventory in the Portal
- Motivate your Scouts with [Trail's End Rewards](#)

### When the Sale Ends

- Submit Scout Rewards
- Request your Unit Payout
- Celebrate and enjoy your Scouting year!

## FINISH



## HEROES AND HELPERS

Units earn commission, Scouts earn bonus Rewards, and Trail's End delivers heartwarming snacks to military personnel and their families, first responders and local food banks.

## TRAIL'S END STOREFRONTS: UNITS & SCOUTS SELL 7X MORE

Trail's End secures **convenient hours and locations** for your Unit and Scouts on dates you can sell.



Last year, thousands of Scouts sold **\$300+/hour** over **27,000+** Storefront hours.

## TRAIL'S END APP

### Scouts:

Sign-up for Storefronts and get trained  
Personalize and share their online pages  
Claim Trail's End Rewards throughout the sale

### Parents:

Quickly convert any cash at the end of every shift

» <https://qrco.de/trails-end>



## GO CASHLESS Trail's End pays all credit card fees.

Tap-to-Pay is integrated directly into the App, making transactions **faster, easier, and safer** for everyone

... AND Scouts earn more Rewards with credit!



Join Our Leader Community  
[fb.com/groups/TEPopcornCommunity](https://fb.com/groups/TEPopcornCommunity)

Support and FAQs  
[support.trails-end.com](http://support.trails-end.com)



Meet *Fin* - Trail's End's new Chatbot  
Get live answers in the Portal!



# NEW SYSTEM. New Mission.

Faster for Scouts.  
Easier for Leaders.

This image is AI-generated. The persons depicted are not real individuals and are not actual Trail's End customers or Scouts.

## An all new Trail's End.

Built with the  
same values.

Scouts still show up, put  
themselves out there, and earn it.

### That hasn't changed.

What has changed is how easy  
it is to support them.

**We've rebuilt our platform to help  
you reach your Unit's goals faster.**

- We secure Storefronts and train Scouts.
- We make payments simple and cover the fees.
- We support your Unit every step of the way.

So Scouts can focus on the experience  
And Leaders can spend less time managing it



**More funds. Less effort.  
That's the new mission.**

Thousands of Scouts are already making it happen.



**Register your Unit**  
and let Trail's End  
work for you.

# 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

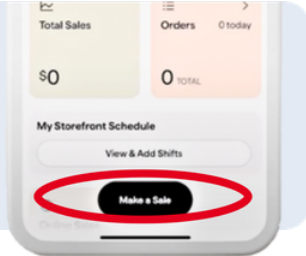
## ONE FUNDRAISER TO POWER YOUR ENTIRE YEAR

\*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](mailto:support.trails-end.com)/support/home with questions.

This guide will provide step-by-step instructions for Scouts and parents to successfully take a payment on the Trail's End app on their mobile device with Tap to Pay.

**Step 1**

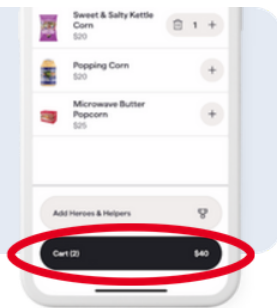
Tap **'Make a Sale'** from the app dashboard



**Step 2**

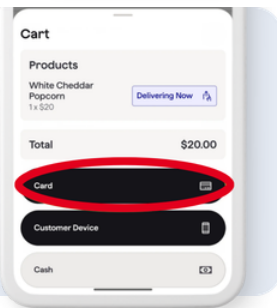
Add products to the cart.

Tap **'Cart'** to complete checkout.



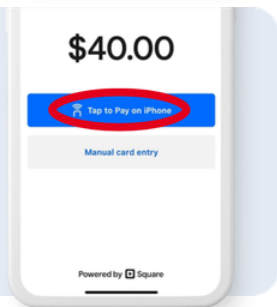
**Step 3**

Tap **'Card'** to take payment with Tap to Pay.



**Step 4**

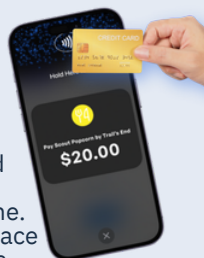
Tap the **'Tap to Pay on iPhone'** button.



**Step 5**

Have the customer hold their payment method near the top of the iPhone.

- For credit cards, have them hold the card horizontally over the contactless symbol on the iPhone.
- For digital wallets, have them place their device over the contactless symbol on the iPhone.



# Tips

**Best Practices for using Tap to Pay on an iPhone**

- If your phone case has a holder for physical cards, remove them from your phone case to prevent accidentally charging your own card while Tap to Pay is enabled.
- Never hand your iPhone over to the customer. Have the customer hold their card or NFC device. If needed, have them hand you their card or NFC device for you to tap on your iPhone.
- For credit cards, hold the credit card horizontally over the contactless symbol on the iPhone.
- For digital wallets, have them place their device over the contactless symbol on the iPhone.
- Watch for the Approved message on the screen to confirm that payment has been accepted.

**Setting up Tap to Pay in the Trail's End App on an iPhone Device**

1. Go to Settings in the app by tapping the gear icon in the upper right corner.
2. Tap on Square Settings
3. Accept the permissions to enable Square to accept payments:
  - o Bluetooth
  - o Location
  - o Microphone
4. Tap to Pay on iPhone will show as Ready .

**Troubleshooting Tips for Tap to Pay on an iPhone**

- Check that your phone is compatible using this list from Square, available at <https://squareup.com/us/en/compatibility?platform=iOS&brand=Apple>



## 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%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).

# POPCORN MASTER MODEL BUILDERS

|                                      |   |                              |
|--------------------------------------|---|------------------------------|
| Council Master Builder- Travis Emery | Travis.Emery@scouting.org                         | 813-210-1788                 |
| Ft. Brooke - Coming Soon             |   |                              |
| Lake Region - Dana Dietz             | Dana.dietz.bsa@gmail.com                          | 410-402-0767                 |
| Miccosukee - Coming Soon             |   |                              |
| Skyway - Melinda Kendrick            | melindakendrick@yahoo.com                         | 513-314-3152                 |
| Timucua - Melissa Hansen             | melissahansen713@gmail.com                        | 910-813-3281                 |
| Withlacoochee - Krista Knowles       | kristaknowles@yahoo.com                           | 352-942-9929                 |
| Thunderbird - Coming Soon            |   |                              |
| Suncoast - Roger Ali & Janine Ali    | roger.ali@outlook.com &<br>janine.ali@outlook.com | 813-780-8241 or 516-456-5683 |

## NOTES AND LINKS

### **Register to Sell**



### **Trail's End's FB Community Page**



### **GTBAC Popcorn website**



### **Trail's End Training Webinars**



# POPCORN CHECKLIST

- Register for the popcorn sale at [www.trails-end.com/Unit-registration](http://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:  $\text{Budget} / \# \text{ of Scouts} = \text{Cost per Scout}$ .
- Break the goal down to an individual Scout (family) goal:  $\text{Cost Per Scout} / \text{Commission} = \text{Sales Per Scout}$ .
- 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](http://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).