

Scouting  **America**[™]
Greater Tampa Bay Area Council

Trail's End[®]



Council Metrics

Trail's End®

★ **Grew 27%** ★

✦ **Added 100** ✦
more Scouts

★ **103 Units** ★
Sold

✦ **1,858 Scouts** ✦
Sold

★ **337 Scouts** ★
Sold >\$1K

✦ **Scouts avg** ✦
Avg. of \$919

Top 10 Selling Scouts – Total Sales



Scout Rank	Scout Name	Unit Name	District Name	Scout Sales
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

Top 10 Selling Units – Total Sales



Unit Rank	Unit	District	Unit Total Sales
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

Top 10 Selling Units – Online Sales



Unit Rank	Unit Name	District Name	Unit Online Sales
1	Pack 313	Miccosukee	\$27,642
3	Pack 7	Suncoast	\$13,680
12	Troop 61	Timucua	\$9,632
14	Pack 661	Timucua	\$9,005
4	Pack 285	Skyway	\$8,948
18	Crew 28	Fort Brooke	\$8,076
11	Pack 89	Timucua	\$8,005
23	Pack 487	Miccosukee	\$7,452
9	Pack 462	Withlacoochee	\$6,536
31	Pack 53	Fort Brooke	\$5,998

Top 10 Selling Units – Sales/Scout



Unit Rank	Unit Name	District Name	Avg Sales/Scout
1	Pack 313	Miccosukee	5,806.09
2	Pack 413	Miccosukee	2,063.05
5	Pack 205	Timucua	1,621.40
4	Pack 285	Skyway	1,564.34
15	Troop 142	Fort Brooke	1,505.62
19	Troop 285G	Skyway	1,329.47
49	Troop 707G	Suncoast	1,232.80
21	Pack 9	Miccosukee	1,201.03
8	Troop 665	Timucua	1,160.48
54	Troop 334	Skyway	1,092.00



Set Yourself Up for Success

Trail's End®

WHY SELL POPCORN?

Fund Scouting Adventures

Examples

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancement
- Annual dues

Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management

Scouts Earn

The Scouts will love the REWARDS!!

Ideal Year of Scouting

Trail's End[®]
Scout Fundraising

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Add a new trip or campout for excitement.

Budget

- Use TE budget tool to assign costs and expenses.
- Add in camp, registration fees, advancements & Unit dues.

Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

Set Goals

- $\text{Total Program Costs} \div \text{Unit Commission} = \text{Unit Sales Goal}$.
- Divide Unit goal by # of Scouts to get Scout goals.

Raise the Money

- Commit to achieving the Unit's goal with one fundraiser.
- Less time fundraising = more time Scouting!

Enjoy the Year!



Set Goals & Build a Culture

PLAN YOUR FALL FUNDRAISER

Build your unit's ideal year of Scouting inside the unit leader portal (Adventure Plan Tool)

- Share your unit calendar and budget with parents
- Scouts download the TE app and set their goals
- Share and communicate the calendar, budget, rewards and goals!

Trail's End.

Trail's End Adventure Plan

Plan your program, create a budget, and set fundraising goals.

 **Order Testing Unit**
— 34% commission

Step 1 Annual Costs
Enter the per-Scout cost for each item. Uncheck to exclude.

Cost Item	Per Scout
☒ Scouting America Membership Fee	\$ 0
☒ Local Council Membership Fee	\$ 0
☒ Unit Dues	\$ 0
☒ Advancements	\$ 0
☒ Gear	\$ 0
☒ Scout Life Magazine	\$ 0

[+ Add Cost](#) Total: \$0

Ways to Sell

Trail's End[®]
Scout Fundraising

Storefronts

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming in and out of stores.
- Best Practice: One Scout and their parent per shift.



Online

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!

Wagon

- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



BEST PRACTICES

Trail's End®
Scout Fundraising



SET YOUR GOAL



Plan your unit's
Ideal Year of Scouting

Check out the
Goal Setting Tool

available in the Training Resources

**Note: Unit Goal will be required
to reserve storefronts**



Trail's End®



2026 Program & Improvements

Trail's End®



2026 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!**

\$20



White Cheddar

- National #1 seller
- Savory and made with real cheese
- 16.5 cups | 6oz

\$20



Salted Carmel Corn

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

\$20



Kettle Corn

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

\$20



Sea Salt

- Just the right amount of salt
- 3 simple ingredients
- 12.5 cups | 5oz

\$25



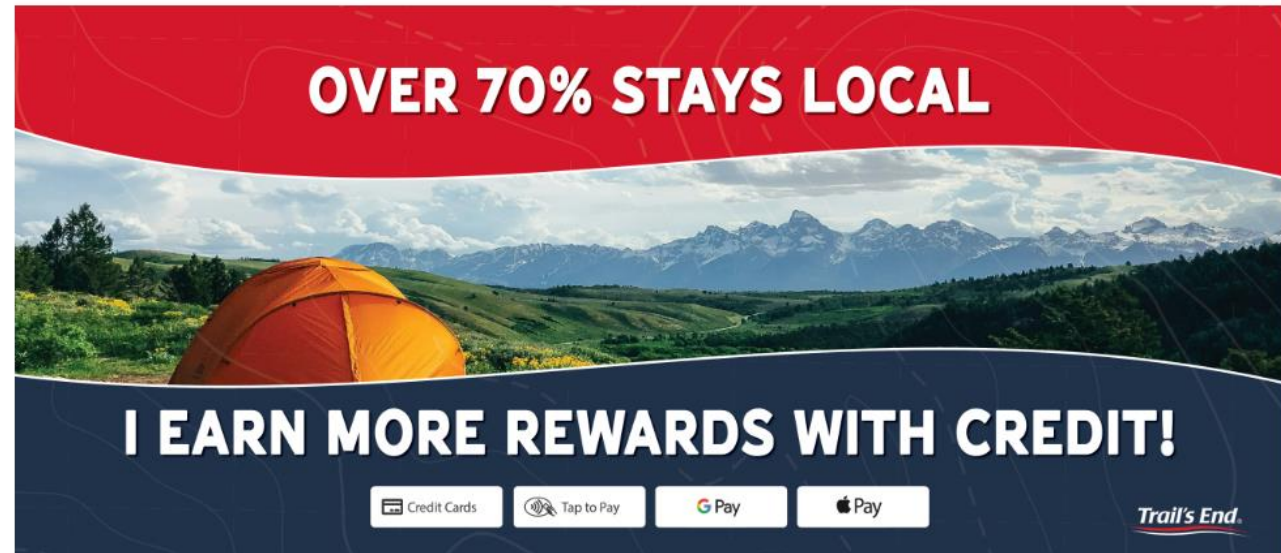
Microwave Butter Popcorn

- The right snack for movie night
- 12 microwave bags

Training & Resources



- **FUN, In-App Training & Webinars** (Scouts)
 - Storefronts - coaching while selling
 - Online
- **Webinars** (Leaders)
- **Resources**
 - Leader Guide
 - Scout Parent Guide
 - Scout Pitch
 - Table Payments Sign
 - Where the Money Goes
 - Banner





Rewards & Life Skills For Your Scouts

- Earn points and claim e-Gift Cards for adventures, fun, and gear!
 - 4pts for Credit 1 pt for cash!
 - 1 extra point for Heroes and Helpers!
 - 1 Penny a point
 - Every sale builds confidence, communication, and teamwork!



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.

Council Prizes & Commissions



2026 POPCORN SALE COMMISSION



Base Commission	25%
Heroes and Helpers Club: H&H must equal 15% of a Unit's total sale 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)

Council Patches

Trail's End®



Council Heroes and Helpers

Trail's End®

"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



What's New at Trails End - Technology



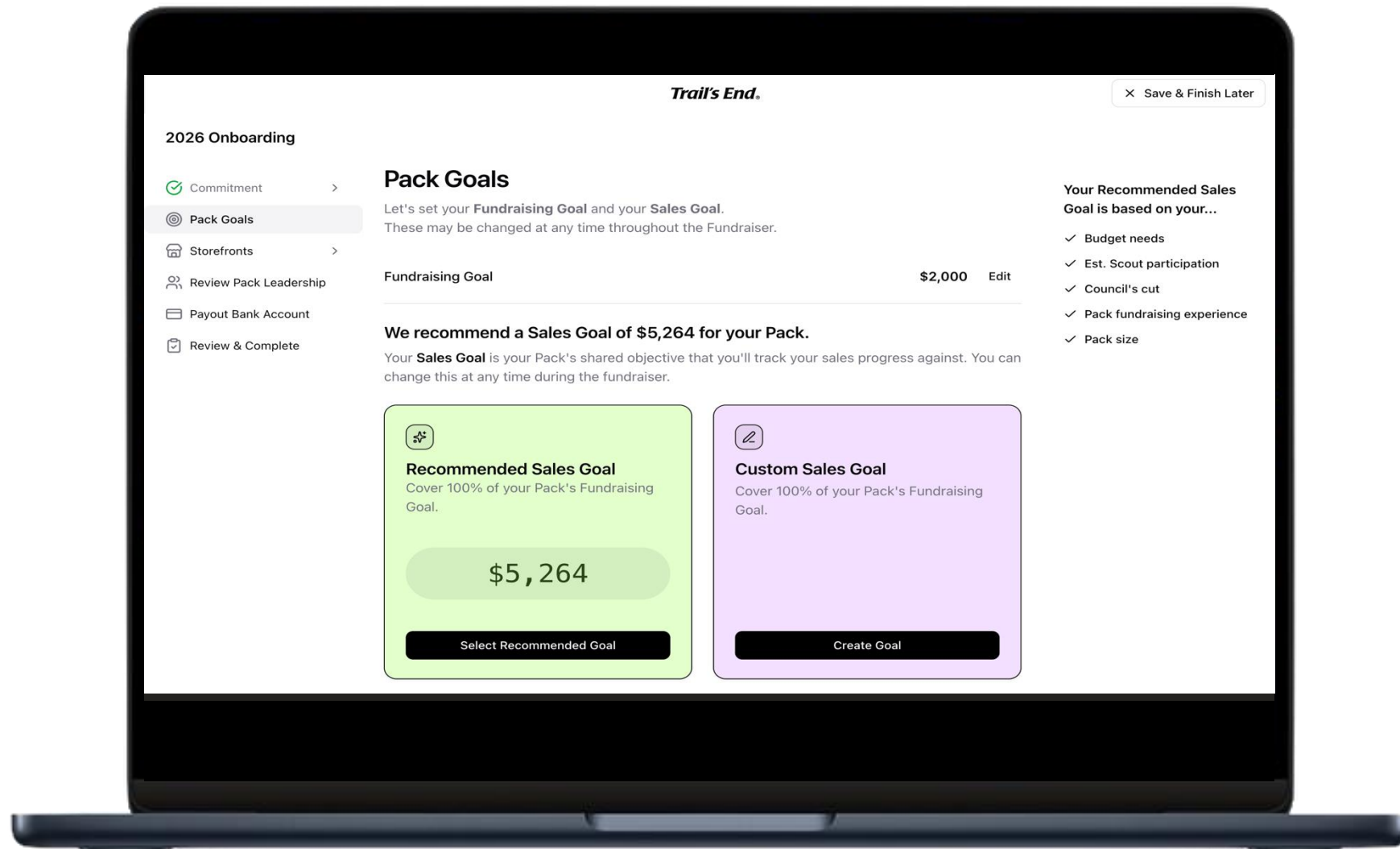
**RUN THE SALE—
FROM YOUR PHONE.**

The *new*
LEADER PORTAL

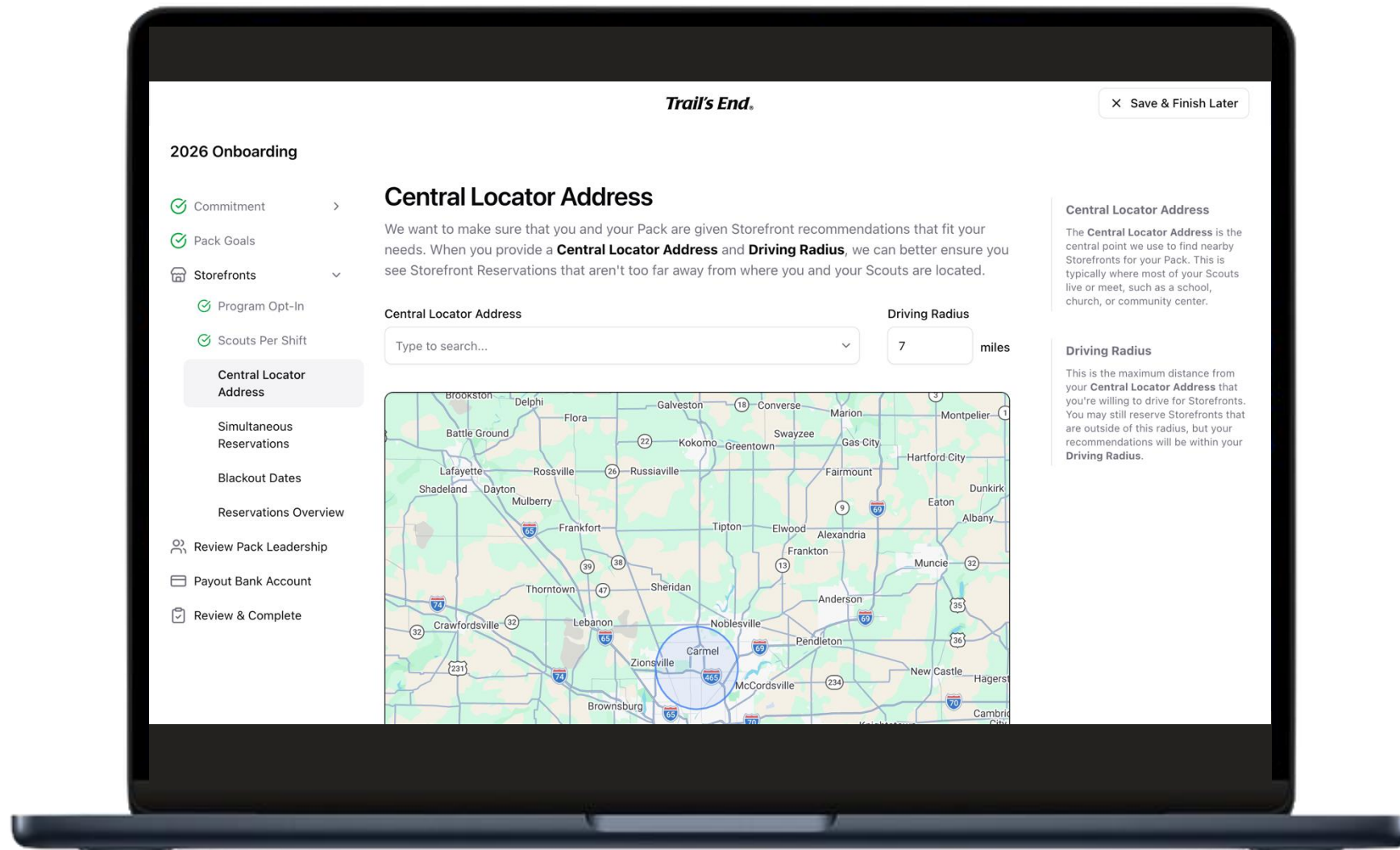
- Simplified, easy-to-use platform
- Faster loading and responsive
- Significant Storefronts enhancements*



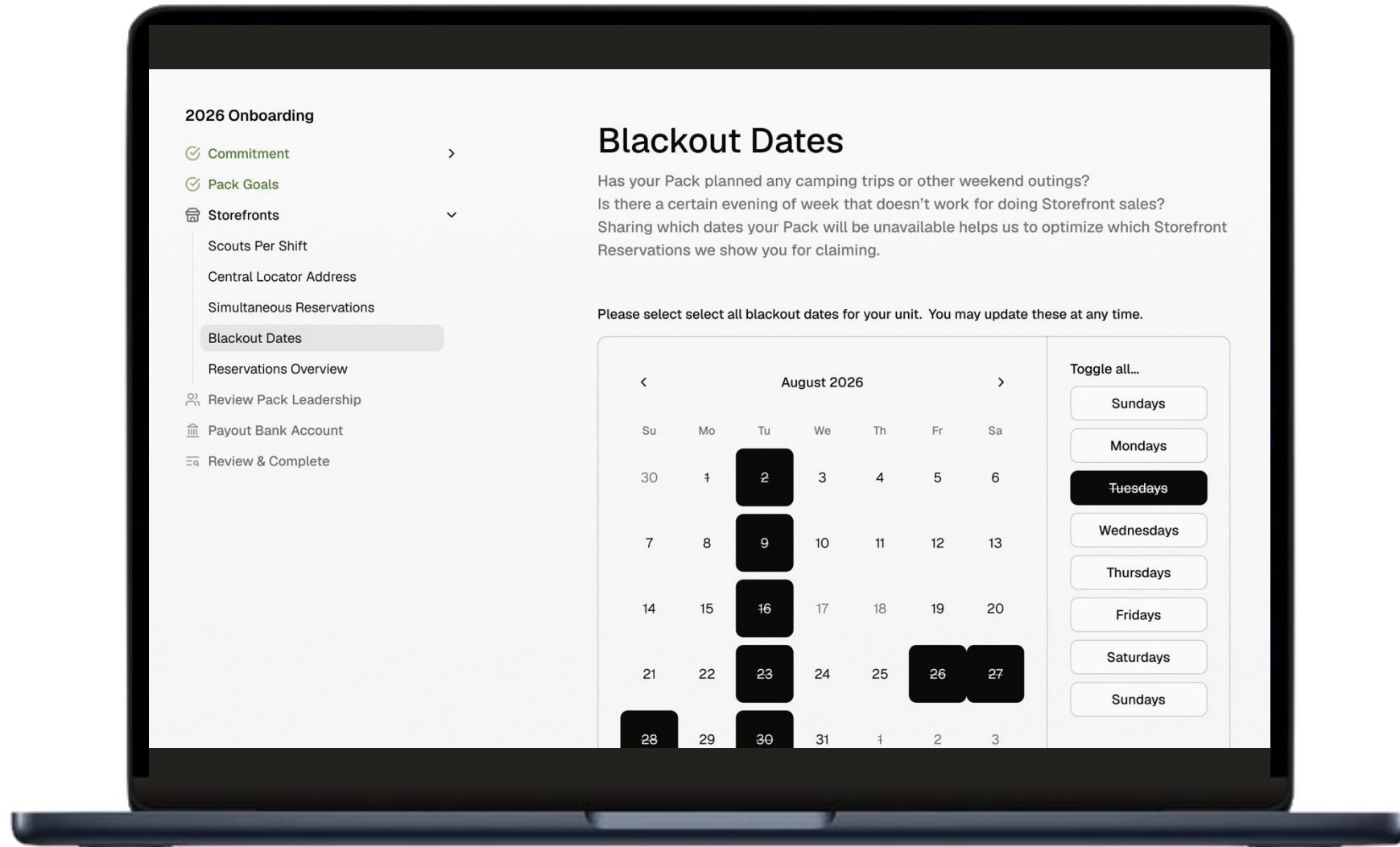
Improved Unit Onboarding



Improved Unit Onboarding

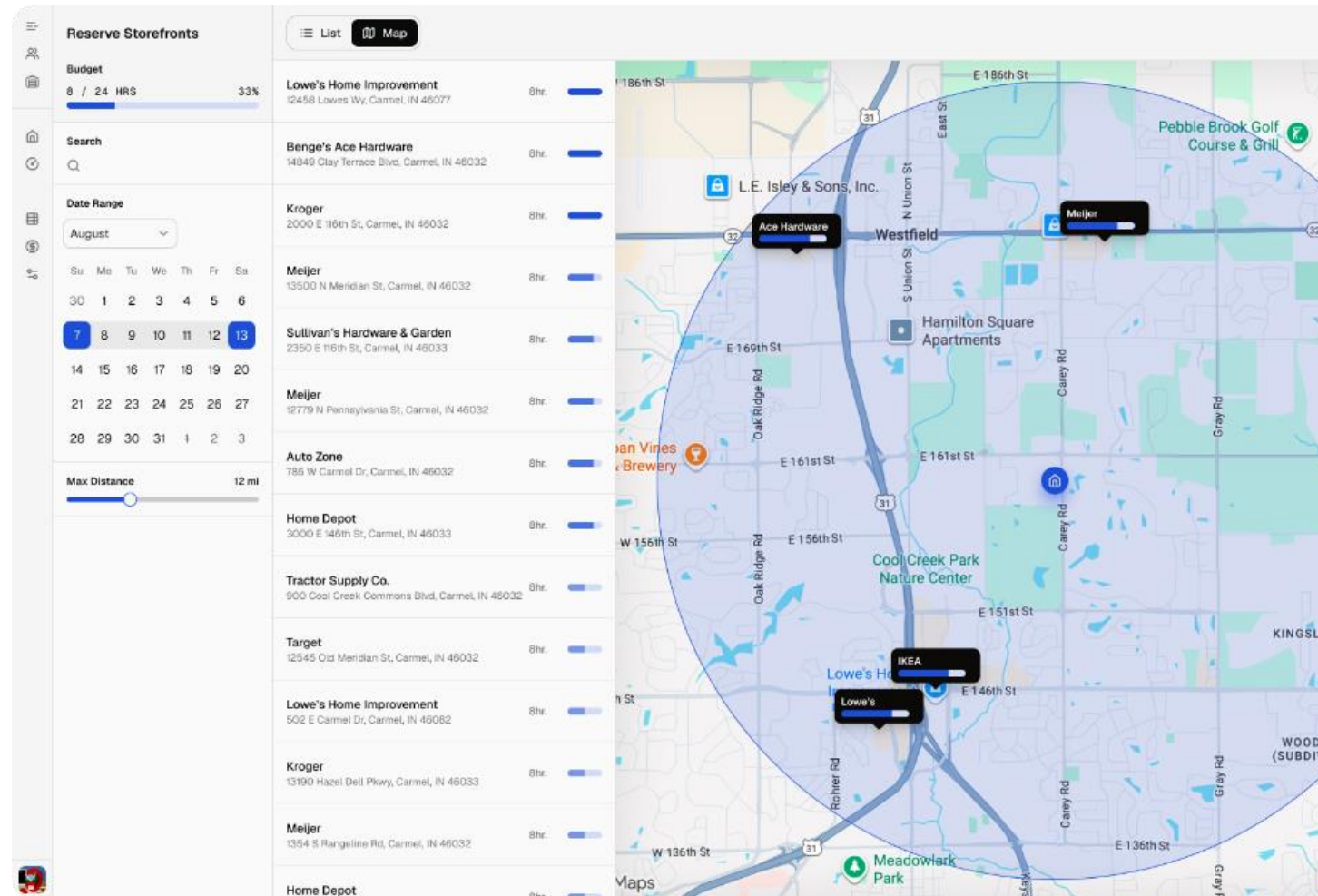


Improved Unit Onboarding



Complete redesign of Storefront reservation screen

- Better filtering and search
- Map-based browsing
- Predicted performance indicators used to rank reservations on a Unit level



Storefronts - Auto Release & More

Trail's End®

2026 STOREFRONTS IMPROVEMENTS

**WE'RE WORKING TO MEET
YOUR NEEDS AND GOALS**

- **Convenient hours and locations on dates you can sell**
- **Number of locations you want per day**
- **Auto-release of unclaimed hours on Tuesdays**
- **Leaders can release unclaimed hours**

- **Auto Release on Tuesdays at 8PM**

Scouts:

- Sign-up for Storefronts and get trained
- Personalize and share their online pages
- Claim Trails End rewards throughout the sale

Parents:

- Quickly convert any cash at the end of every shift
- Rewards for Cash to Credit will be applied to shift cash sales according to the Unit's split method

Ordering Popcorn & Distribution

Trail's End®

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" 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.

Key Dates and Next Steps



- Schedule a unit kick-off
- Submit your unit popcorn order **NOW**
- Release and/or Sign up for Storefronts
- Follow the Trails End FB Group

SALE Preparation

Monday, April 13

Monday, July 6

Tuesday, July 28

Thursday, July 30

Wednesday, July 22 (7:00 PM)

Sunday, July 26 (7:00 PM)

SALE

Sunday, August 2 (11:59 PM)

Saturday, August 15

Saturday, August 15

Saturday, September 12

Sunday, September 13 (11:59 PM)

Saturday, September 26

POST-SALE Wrap-up

Sunday, November 8 (11:59 PM)

Wednesday, November 11 (6:30 PM)

Sunday, November 15

Monday, November 16 (11:59 PM)

Monday, November 16 (11:59 PM)

Friday, December 4 (5 PM)

Unit Registration OPENS

Online Popcorn Sales BEGIN

\$10k & Up Storefront Reservations OPEN

General Storefront Reservations OPEN

Popcorn Sale Kick-off #1 (Virtual)

Popcorn Sale Kick-off #2 (Virtual)

Order #1 DUE

Popcorn Distribution #1

Show N' Sales BEGIN

Mid-Sale Popcorn Swap & Return (up to 50%)

Order #2 DUE

Popcorn Distribution #2

Take Orders DUE

Unsold Popcorn Return (15% limit; must meet 15% H&H) & Take-Order Distribution

Show N' Sales ENDS

Council ACH DUE

Final Day of Prize & Commission Eligibility Tracking

Final Payment Deadline*

(With Hurricane Contingency)

Saturday, November 8

Monday, November 23

Sunday, November 29

Monday, November 30 (11:59 PM)

Monday, November 30 (11:59 PM)

Friday, December 11 (5 PM)

Need Help?

YOUR Master Builders (Kernels):

- **Ft. Brooke:** *Coming Soon*
- **Heartland:** Dana Dietz
 - Dana.dietz.bsa@gmail.com
 - 410-402-0767
- **Chautauqua:** 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
- **Suncoast:** Javier Fuentes
 - javier.suncoastdistrict@gmail.com
- Travis Emery - Director of Field Services
 - 813-210-1788
 - Travis.Emery@scouting.org



Council Popcorn Page



**Trails End Popcorn
Community Facebook
Group**



**GTBAC Popcorn
Community Facebook
Group**

ONBOARD – Do not miss storefronts

Trail's End®





Thank you!

Trail's End®