

POPCORN TRAINER'S GUIDE



ScoutingNLC.org/popcorn

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2024 TOP SELLERS

TOP SELLING SCOUTS OF 2024			
RANK	SCOUT	UNIT (DISTRICT)	TOTAL SALES
1	Jude L.	Troop 279 (Northern Sky)	\$30,277
2	Axel S.	Pack 3013 (Lake Agassiz)	\$16,443
3	Owen H.	Troop 279 (Northern Sky)	\$12,500
4	Lucas M.	Pack 3013 (Lake Agassiz)	\$12,224
5	David P.	Pack 4378 (Great Plains)	\$10,535
6	Eli F.	Lone Scout (Prairie Fire)	\$10,165
7	Aspen H.	Pack 4150 (Frontier Trails)	\$9,688
8	Skyler R.	Pack 4043 (Frontier Trails)	\$9,125
9	Jonathan T.	Pack 4350 (Great Plains)	\$8,508
10	Sawyer B.	Pack 4371 (Great Plains)	\$7,724

TOP SELLING UNITS OF 2024			
RANK	UNIT (CITY)	DISTRICT	TOTAL SALES
1	Troop 279 (West Fargo)	Northern Sky	\$60,354
2	Pack 3013 (Grand Forks)	Lake Agassiz	\$50,893
3	Pack 4150 (Bismarck)	Frontier Trails	\$41,666
4	Pack 3232 (West Fargo)	Northern Sky	\$41,407
5	Pack 4051 (Grand Rapids)	Northern Lakes	\$39,469
6	Pack 4378 (Williston)	Great Plains	\$38,907
7	Pack 3234 (West Fargo)	Northern Sky	\$34,678
8	Pack 4350 (Williston)	Great Plains	\$33,098
9	Pack 4112 (Dickinson)	Roughrider	\$33,050
10	Pack 4371 (Williston)	Great Plains	\$31,466

COUNCIL INCENTIVES

SCOUT'S SALES	PRIZE
\$100 Origin Ball Club	Themed Patch
\$200 Poké Ball Club	Circle K Slushie & Soda/Coffee Coupon
\$400 Heavy Ball Club	Circle K Cookie/Cookie Cup Coupon
\$850 Great Ball Club	Paracord Survival Bracelet
\$1,250 Ultra Ball Club	Utensil Multitool
\$2,500 Master Ball Club	Movie & Snack Pack
\$5,000 Infinity Ball Club	Custom Crystal Poké Ball

UNIT'S SALES	PRIZE
\$5,000 Gym Champions	Free Cloth Rank Advancements
\$10,000 League Champions	Pizza Party for your Unit

STANDARD PRIZE PROGRAM

Prizes are cumulative, so Scouts have the potential to earn all 7 prizes!

PRIZE DRAWINGS

4 prize drawings will be held throughout the sale. Each Scout will receive one entry for every \$100 in sales made. The prizes for 2025 include 2 drawings for a Nintendo Switch and 2 drawings for an Apple iPad!

HEROES & HELPERS PATCH

Raise a minimum of \$100 in Heroes & Helpers donations for a special edition golden popcorn patch!



PRODUCT LINE UP

New for 2025!

- Now featuring **Scouting America** brand with Scouts in action
- **No artificial colors or flavors** in popcorn products
- **Five \$20 products:** Designed to increase consumer sales and simplifies the sale



\$20

**BUTTER
POPCORN**



\$20

**SWEET & SALTY
KETTLE CORN**



\$20

**WHITE CHEDDAR
POPCORN**



\$20

**SALTED
CARAMEL CORN**



\$20

**POPPING
CORN**



\$25

**MICROWAVE BUTTER
POPCORN**



\$30

**CHOCOLATEY
PRETZELS**

* Online product availability is different from Storefront & Take Order sales

2025 KEY DATES

SALE PREPARATION	
Tuesday, April 15	Registration Opens for All Leaders
Friday, May 30	Registration Deadline to Earn Additional 3% Commission
Tuesday, July 22	Store Reservations Open (\$10k - 4 Reservations)
Wednesday, July 23	Store Reservations Open (All Units - 2 Reservations)
Thursday, July 24	Store Reservations Open (All Units - Unlimited)
Monday, July 28 through Thursday, July 31	2025 Popcorn Kick-Off & Training (In-Person & Virtual)
SALE	
Monday, August 4	Order #1 Due in Trails End System
Friday, August 22	Order #1 Distributed to Units
Friday, August 29	Official Start Date of Popcorn Sale
Friday, September 19	Drawing #1 - Nintendo Switch
Monday, September 22 (12:00 PM CST)	Full & Un-Opened Case Return Deadline
Monday, September 22 (12:00 PM CST)	Order #2 Due (Includes Pretzels) in Trails End System
Friday, October 3	Order #2 Distributed to Units
Monday, October 6	Full & Un-Opened Case Return (2)
Friday, October 10	Drawing #2 - Apple Ipad
Friday, October 31	Drawing #3 - Apple Ipad
Sunday, November 9	Final Day of 2025 Popcorn Sale
Monday, November 10	Final Orders Due in Trails End System
Friday, November 14	Top 25 Scouts & Units Announced
Friday, November 14	Final Drawing Nintendo Switch
Friday, November 21	Final Order Distributed to Units
POST-SALE WRAP-UP	
Friday, December 5	Final Payment Due
TBD	Movie & Snack Pack for Scout & One Parent

COMMISSION SCALE

Base Commission for Every Unit	30%
Base Commission for Jamboree Troop	40%
Total Potential Commission with All Incentives Reached	38%

INCENTIVE	ADDITIONAL %
Unit Signed up by May 30	3%
Key Leadership & Kernel Both Attend Training	3%
Unit Sells Over \$20K in Product	2%

DISTRIBUTION SITES

CITY	DISTRICTS COLLECTING	LOCATION
ALEXANDRIA	Prairie Fire	Pfeninger Warehouse (7501 MN-29, Alexandria)
FARGO	Flickertail and Northern Sky	D-S Beverages (201 17th St N, Moorhead)
BEMIDJI	Northern Lakes	Lueken's North (1171 Paul Bunyan Dr NW, Bemidji)
GRAND FORKS	Lake Agassiz, Meadowlark, and Voyageur Trails	Coca-Cola High Country (819 S 46th St, Grand Forks)
DICKINSON	Roughrider	Dickinson Fastenal (2349 3rd Ave W, Dickinson)
MINOT	Tomahawk	Ward Warehousing (515 46th Ave NW, Minot)
BISMARCK	Frontier Trails	CCU Scout Center (3320 Hamilton St #1, Bismarck)
WILLISTON	Great Plains	Southwest Oilfield Products (14060 51st St NW, Williston)

IMPORTANT LINKS



band.us/@nlcpopcorn

Communicate with other kernels using the council's channel on Band.



trails-end.com/leader

Leaders can register their unit to sell on the Trail's End site!



scoutingnlc.org/popcorn

Go to our website for the most up-to-date information on the popcorn sale.



trails-end.com/registration

Register your Scout(s) on the Trail's End site! Each Scout needs his/her own account to qualify for prizes. Parents can use the same email address when registering multiple Scouts.

POPCORN KICK-OFFS

DISTRICT(S)	LOCATION	DATE
Flickertail	Atonement Lutheran Church (1009 12 th Ave N, Jamestown)	July 29
Prairie Fire	St. Mary's Catholic Church (420 Irving St, Alexandria)	July 31
Northern Sky	Wanzek Center for Scouting (4200 19 th Ave S, Fargo)	July 31
Northern Lakes	Calvary Lutheran Church (2508 Washington Ave SE, Bemidji)	July 30
Lake Agassiz & Meadowlark	Holy Family Catholic Church (1018 18 th Ave S, Grand Forks)	July 29
Roughrider	Dickinson Chamber of Commerce (314 3 rd Ave W, Dickinson)	July 29
Tomahawk	Christ Lutheran Church (507 17 th St NW, Minot)	July 31
Voyageur Trails	Zion Lutheran Church (505 Main Ave, Thief River Falls)	July 31
Frontier Trails	CCU Scout Center (3320 Hamilton St #1, Bismarck)	July 31
Great Plains	Gloria Dei Lutheran Church (1821 9 th Ave W, Williston)	July 29

WHY SELL POPCORN?

We are selling Scouting - not popcorn. Most people think of it as giving a donation to Scouting and receiving popcorn as a thank you. The larger the donation, the more popcorn received!

The reason our popcorn is more expensive compared to what is sold in stores is profit margin. The 70% profit margin is going to Scouting and is split between the unit, the Scout, and the council. We have chosen popcorn because it is popular and has a higher profit margin.

UNITS (PACKS, TROOPS, CREWS & POSTS)

Every unit has expenses and the popcorn sale can generate the funds to pay the bills. With the unit's portion of the popcorn sale commissions, most program related expenses can be paid for. Items like craft supplies, recognition items, camping equipment, food for the blue and gold banquet or Court of Honor can all be covered by proceeds from the popcorn sale. Popcorn can fund the annual registration fee.

Having a good program plan and budget can anticipate these expenses and minimize the amount of pack or troop fees charged to families.

INDIVIDUAL SCOUTS

Scouts who sell popcorn and help themselves pay their way to day camp, resident camp, or summer camp. Scouts can also use their commissions to pay for extra activities that the unit offers such as field trips, campouts or other similar events. Scouts also learn skills and concepts such as earning your own way, communicating with people, and setting and reaching goals.

COUNCIL

Raising the funds to pay for Scouting hasn't gotten any easier. There are many businesses and individuals that want to support Scouting by giving to the Friends of Scouting campaign or through their local United Way. But those sources of funding have been shrinking, not growing.

The council is increasingly dependent upon the annual popcorn sale to supplement support given to units and individual Scouts. Each year, the cost increases to provide office locations, camp properties, and staff.

WHY SELL POPCORN?

So, how can you support your adventure by selling popcorn?

Let's first look at the fees associated with Scouting!

SCOUT MEMBERSHIP FEES

(Effective 2025)

Cub Scouts, Scouts BSA, Venturers
& Sea Scouts:

\$85 national fee
\$60 council fee
\$15 for Scout's Life

= **\$160** for an annual program



Adult Leaders

\$65 national fee
\$6 insurance fee

= **\$71** for an annual program



SUMMER CAMP FEES

(For the 2025 camping season)

Cub Adventure Camp (BWO) • \$210
Cub Adventure Camp (HBSR) • \$105
Scouts BSA Summer Camp • \$450

How can your unit support your youth and adults?

Youth Members

Youth who sell \$425 worth of product at 38% commission can earn \$160+ (equivalent to a year's membership)!

Youth who sell \$550 worth of product at 38% commission can earn \$210+ (equivalent to the cost of adventure camp at Butler)!

Youth who sell \$1,185 worth of product at 38% commission can earn \$450+ (equivalent to the cost of summer camp)!



Adult Leaders

Youth who sell \$186 worth of product at 38% commission can earn \$71+ (equivalent to a year's membership)!

Just selling **\$975** worth of product will pay for both a Cub Scout's adventure camp and annual membership. Likewise, **\$1,610** in sales will pay for both a Scouts BSA summer camp and annual membership!

Now, you may ask how can we sell over **\$1,000** in popcorn? See the next page for your answer!

FAMILY SALES GUIDE

5 THINGS TO REMEMBER WHEN SELLING:

1. Set a sales goal.
2. Wear your Scout uniform.
3. Sell "Scouting," not popcorn.
4. Sell to everyone you know (and have your parents do the same).
5. Don't stop until you achieve your goal!
6. Always say Thank You!

SAMPLE SALE SCRIPT

"HI, MY NAME IS _____ AND I AM RAISING MONEY TO SUPPORT MY SCOUTING ADVENTURE. WILL YOU PLEASE HELP ME BY BUYING SOME POPCORN?"

HOW TO SELL \$1,000 OF POPCORN IN UNDER 8 HOURS:

5 MINUTES

PERSONALIZE

Download the Trail's End app, then register and personalize your account. Set a goal, add pictures, and insert a short biography about you telling customers why you're fundraising.

10 MINUTES

ONLINE DIRECT

Utilize the Autosshare feature of the app to ask prior customers to support you this year. Share your fundraising page through social media and tag your family and friends!

3 HOURS

WAGON SALES

Go door-to-door in your neighborhood, with or without product, and ask your neighbors for their support. Scouts sell over \$100/hour on average! Make sure to wear your uniform!

4 HOURS

STOREFRONT

Sign up and sell for at least 4 hours. The average Scout sells over \$125/hour. Make the most of the this time by working only with one other Scout and parent during your shift.

CONTACT INFORMATION

FLICKERTAIL DISTRICT #1			
District Kernel	Tara Marshall	mtara937@gmail.com	(815) 343-8805
Staff Support	Summer Murray	summer.murray@scouting.org	(402) 990-2019
PRAIRIE FIRE DISTRICT #2			
District Kernel	Stephanie Finnegan	stephanie.finnegan@yahoo.com	(320) 766-9070
Staff Support	Summer Murray	summer.murray@scouting.org	(402) 990-2019
NORTHERN SKY DISTRICT #5			
District Kernel	Brooke Lepp	brooke.lepp86@gmail.com	(701) 934-1017
Staff Support	Shaun Grover	shaun.grover@scouting.org	(701) 941-0733
NORTHERN LAKES DISTRICT #7			
District Kernel	Stacey Otteman	stacy.otteman@gmail.com	(402) 309-4269
Staff Support	Brad Olson	brad.olson@scouting.org	(218) 329-1452
LAKE AGASSIZ DISTRICT #8			
District Kernel	Ashley Sailer	ashley.sailer1@k12.nd.us	(701) 610-6691
Staff Support	Summer Murray	summer.murray@scouting.org	(402) 990-2019
MEADOWLARK DISTRICT #9			
District Kernel			
Staff Support	Summer Murray	summer.murray@scouting.org	(402) 990-2019
ROUGH RIDER DISTRICT #10			
District Kernel	Chance Krausz	generals_88@hotmail.com	(406) 853-4904
Staff Support	Thomas Huether	thomas.huether@scouting.org	(406) 780-0690
TOMAHAWK DISTRICT #11			
District Kernel	Simon Sattler	sattlersimon@gmail.com	(713) 504-5120
Staff Support	Brian Lenhart	brian.lenhart@scouting.org	(425) 327-7340
VOYAGEUR TRAILS DISTRICT #12			
District Kernel	Tiffany Olson	tiffbriggs1980@gmail.com	(218) 289-0894
Staff Support	Hunter Bradley	hunter.bradley@scouting.org	(775) 391-9303
FRONTIER TRAILS DISTRICT #13			
District Kernel	Val Vinchattle	valerie.vinchattle@gmail.com	(701) 226-8109
Staff Support	Thomas Huether	thomas.huether@scouting.org	(406) 780-0690
GREAT PLAINS DISTRICT #14			
District Kernel	Aaron Barclay	abarclay@swoil.com	(405) 627-5117
Staff Support	Brian Lenhart	brian.lenhart@scouting.org	(425) 327-7340
NORTHERN LIGHTS COUNCIL			
Council Kernel	Aaron Barclay	abarclay@swoil.com	(405) 627-5117
Office Support	Judy Kotta	judy.kotta@scouting.org	(701) 499-0648
Staff Advisor	Thomas Huether	thomas.huether@scouting.org	(406) 780-0690