



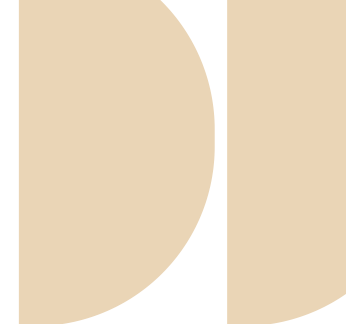
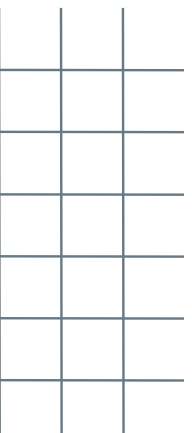
Fuel Big Adventures With a Scout-Powered Fundraiser!

2026 POPCORN SALE



Trail's End®





FUNDRAISING WITH POPCORN HELPS YOU



**Become
Decision Makers**



**Learn Money
Management**



**Become Goal
Setters**



**Develop
Business Ethics**



**Become Future
Entrepreneurs**



**Learn People
Skills**

WHY SELL POPCORN?

BENEFITS:

- ✓ Personal growth program that can be applied to advancement opportunities and service projects.
- ✓ Earn Gift Cards:
 - Amazon
 - Mastercard
 - Target
 - Walmart
 - & More!

LEARNING EXPERIENCE:

- ✓ How to help others around them.
- ✓ Public speaking and math skills.
- ✓ Salesmanship and perserverance.
- ✓ How to earn their own way.
- ✓ The value of hardwork.
- ✓ To be part of something bigger.



FUNDING YOUR ADVENTURE!



- 
- Trail's End Rewards
 - Camp Fees
 - Youth Leadership Training (such as NYLT & NAYLE)
 - National Jamboree
 - Uniforms
 - Patches & Awards
 - Annual Dues
 - Pinewood Derby
 - Blue & Gold Banquet

- Unit Adventures
- High Adventure
- Unit Supplies
- Unit Equipment
- Camp Upkeep

The popcorn fundraiser has also helped to fund Eagle and other service projects in the community!

 **Powered by Popcorn**

2026 POPCORN TIMELINE

- ✓ July 16th – Unit Onboarding Due Date
- ✓ July 18th – Unit Show-n-Sell Orders Open in TE System
- ✓ July 20th – Auto Storefront Selections
- ✓ July 22nd – Site Sales Live in TE
- ✓ July 31st – Unit Show-n-Sell Orders Due
- ✓ August 13th – Popcorn Sorting at the Food Bank
- ✓ August 14th – All Show-n-Sell Orders Picked up
- ✓ September 25th – Product Return Deadline – Full Cases Only
- ✓ Weekly Restocks – Email Blake.Jones@scouting.org by Wednesday for Friday Pickup
- ✓ October 30th – Take Orders Due
- ✓ November 12th – Take Order Distribution
- ✓ December 4th – All Balances Due by 5:00pm



COMMUNICATION



 **LFC GroupMe**

Quiet Hours 10pm-7am



Leaderboards – Weekly scoreboards posted



Ideas/Concerns – Share what is working and what isn't, ask questions and post pictures.



Curent Popcorn Events – Stay up-to-date on everything happening during this season's sale

2026 PRODUCT MIX



\$25

Microwave Butter



\$20

Caramel Corn



\$20

White Cheddar



\$20

Sweet & Salty Kettle

COMING
SOON

\$20

Sea Salt

WAYS TO SELL



STOREFRONT SALES

Involves coordinating booths in high foot traffic locations throughout your community. Begin reservation process early (we suggest starting in May) to reserve the best locations. It is best practice to have ONE scout and ONE parent at each shift to cover more shifts during the course of the sale.



WAGON SALES

Door to Door with Product

You are bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home.



WAGON SALES

Take Order

Collect orders in the app and deliver on hand product or mark product as “undelivered” to be delivered at a later date. This can be taken through neighborhoods, to parents’ coworkers, friends, and family.

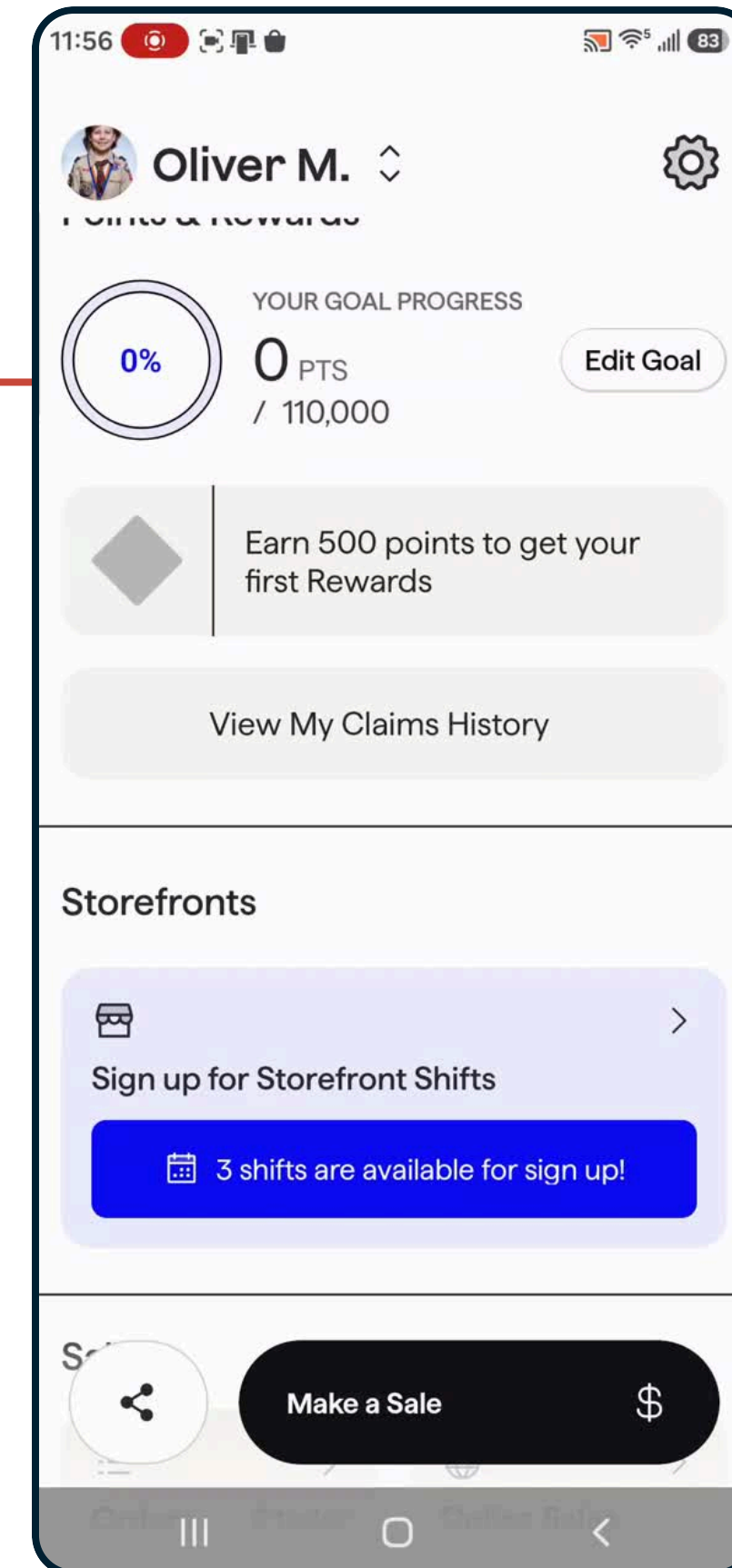


ONLINE DIRECT

Online Direct sales are easier than ever for you to sell virtually to friends and family. The product ships to the customer, and it’s the SAFEST fundraising option for a unit.

STOREFRONTS

- ✓ Trail's End has booked over 20,000+ hours to date
- ✓ Leaders can reserve in TE Unit Portal
- ✓ Scouts sign up for shifts in the App
- ✓ Store Examples:
 - ➔ Lowe's
 - ➔ Homeland
 - ➔ Walmart & Sam's Club
 - ➔ Bass Pro





STOREFRONT EFFICIENCY



**New claiming queues per council
for faster reservation times**



Updated reservation time – 7pm CT



**Goal required to reserve
storefronts**



**Guidance on storefront hours
needed to reach goal**



**Auto-release on Tuesdays at 7pm
CT for Fri-Sun reservations**



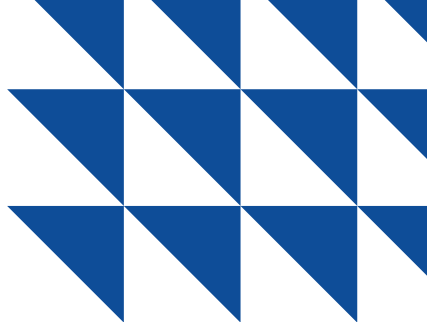


STOREFRONT RESERVATION SCHEDULE

Storefronts 2026		
Event	Date	Time
Unit Onboarding Deadline	July 16th	7pm
Auto Hour Assignment	July 20th	7pm
Manual Picking Date	July 22nd	7pm

- Units must enter a sales goal to secure needed sites.
- Hours released to unit based on sales goal to limit hoarding of locations.
- If a unit doesn't have Scouts assigned by **Tuesday at 7pm**, Fri/Sat/Sun sites get released for other leaders to claim.

NEW LEADER'S PORTAL



Run the Sale from your Phone

- 100% mobile-optimized experience
- improved loading and response times across the platform



Storefront Enhancements*

- Select Storefronts from a visual map with better filters, visibility, and location recommendations
- Split reservations and return unused hours to the pool



Revamped Finance Section

- Track important sale dates with a clear timeline for assignments, selection windows and selling periods



Easier Scout Management

- See each Scout's sales, Rewards, cash, inventory, and Storefront schedule in one mobile-friendly view



Comprehensive Program Dashboard

- Deep dive into Rewards, Storefronts, and key program data in one dashboard

... and more!

**Some Storefront enhancements will be rolled out over the next couple of months (they will be there when you need them).*



<https://admin.trails-end.com>



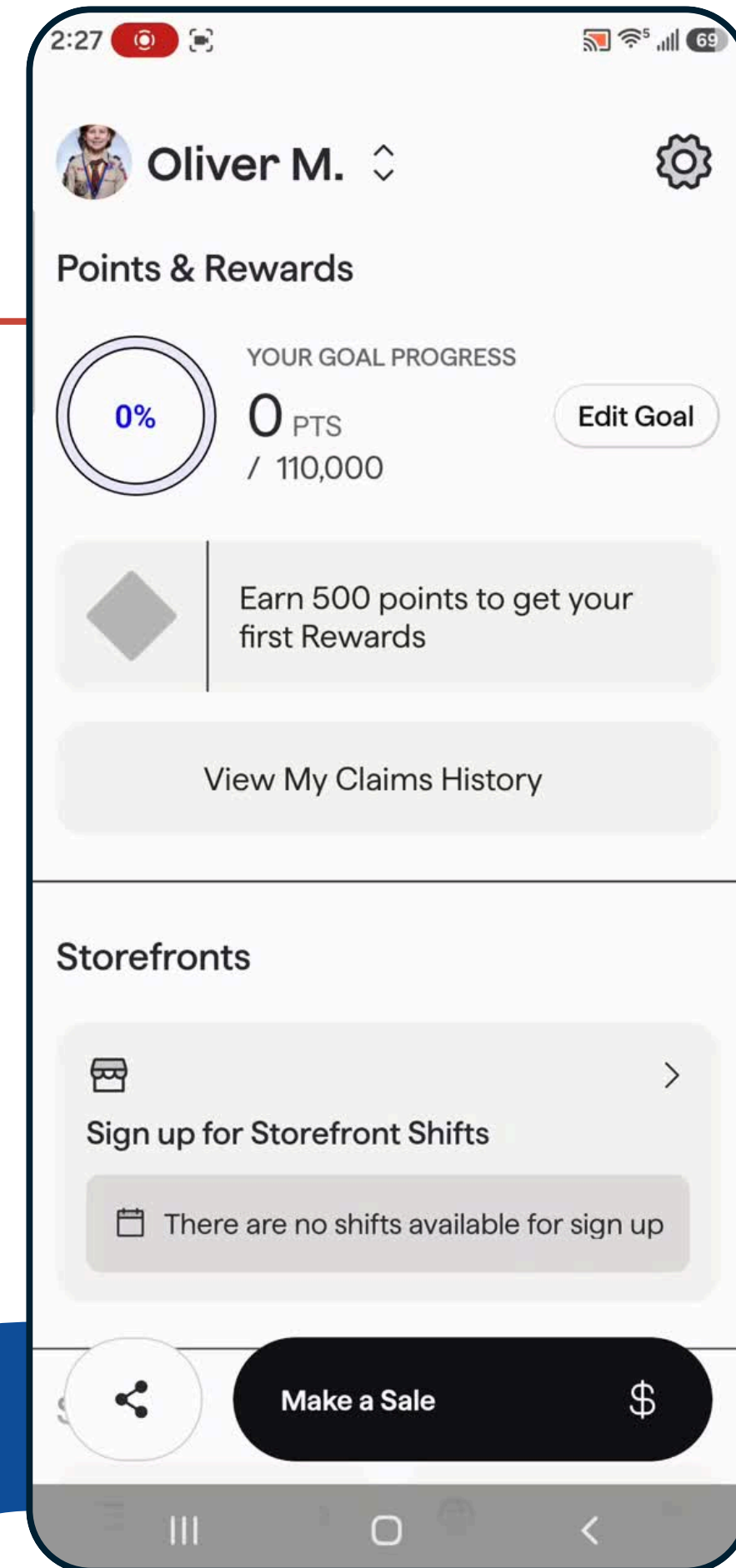
Trail's End App

DASHBOARD



Single Screen for all key actions:

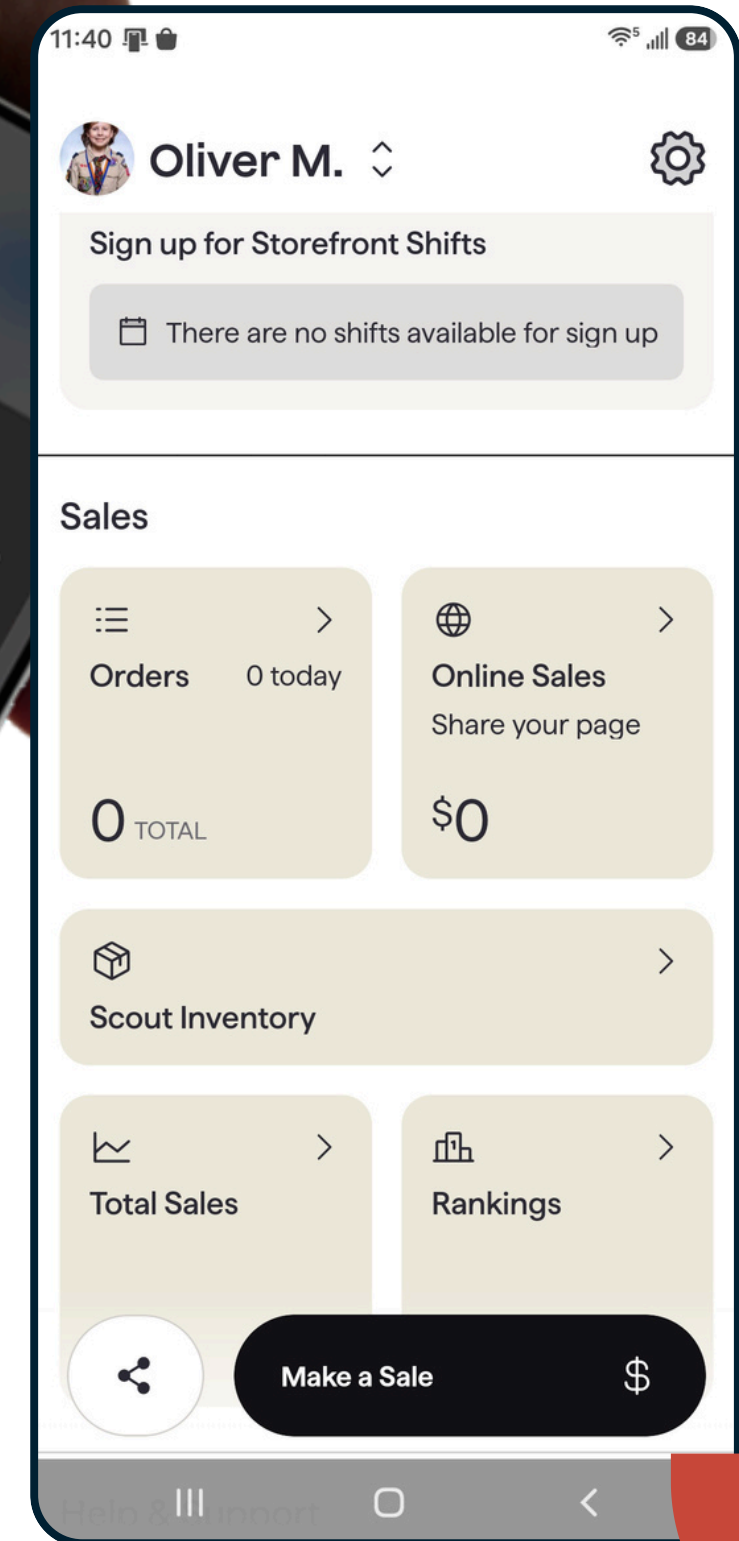
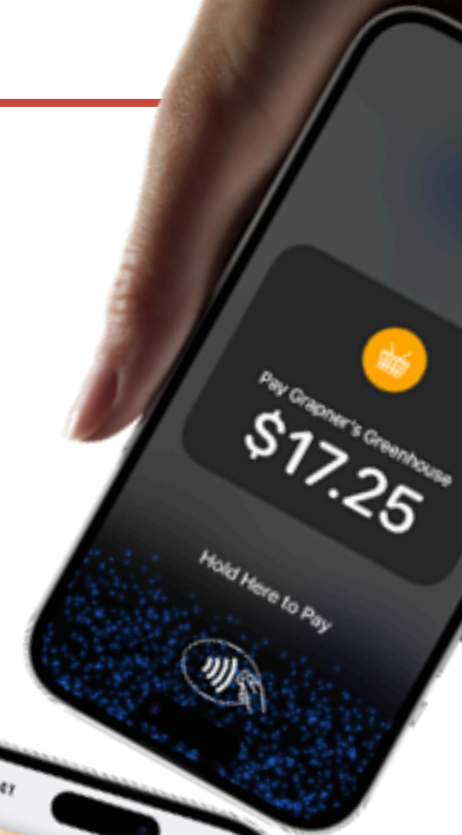
- Make a Sale
- Goal and Rewards
- Cash to Credit
- Storefronts
- Sales Data
- Orders
- Online Sales
- Trailing



TRAIL'S END TECHNOLOGY



- ☀ Point of Sales System
- ☀ Saves time and easy to use
- ☀ Google Play & Apple Store
- ☀ Tracks real-time Scout sales/inventory
- ☀ Manages storefront shifts
- ☀ Accepts credit cards and cash
- ☀ All CC fees paid by TE
- ☀ Tap to pay directly through phone using NFC technology

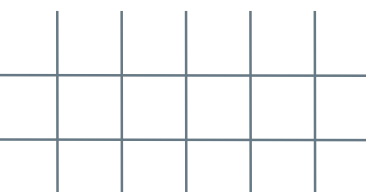




- ✦ Training is proactively recommended to scouts in the app
- ✦ Trail's End tracks Scout's interaction with training
- ✦ Trail's End uses data to recommend follow-up training when Scouts need it

 **Trail's End App**

TRAINING





SHOP

ABOUT US

HOW IT WORKS

SIGN IN



CART

SUPPORTING
OLIVER M.



SUPPORTING
Oliver M.
Troop 300

\$0.00 raised of \$88000.00 goal



Shop to Support Oliver

Share Oliver's fundraiser

Help Oliver meet their goal by spreading the word!

SOCIAL



COPY LINK

https://trails-end.com/store/s...

Copy Link



Redesigned scout pages that:



Emphasize the Scout and their story

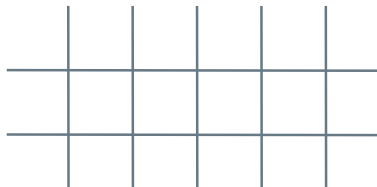
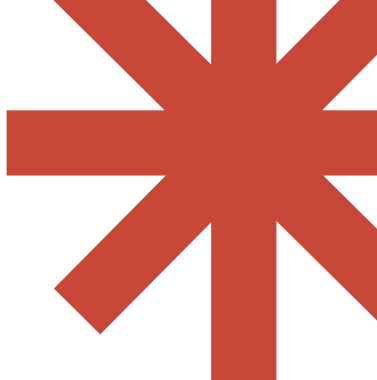


Allow customers to share the Scout's pages with their network

Please Support My Scouting Adventures!

Oliver is selling popcorn to fund his camping adventures. A portion of his funds will also be saved for a future community service project to help local wildlife.

TRAIL'S END ONLINE



ORDERING

1. Login at www.trails-end.com. **Contact support@trails-end.com if you do not know your username and password.**
2. Click the blue “Order Popcorn” button at the top of the dashboard once you login to the leader portal.
3. Ordering will only be available after Council enters the delivery site and opens order.
4. Click “Choose Delivery” and select site.
5. Enter quantities for each type in the Adjustment column or use the “Auto Populate” button in the top left to put in total \$ amount of order and it will divide out the order based on Council history.
6. **Click SUBMIT.**
7. You will receive an email confirmation once Council approves the order.



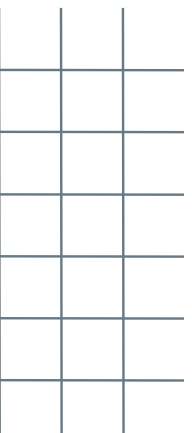
TIPS & TOOLS

Vehicle Capacity Estimates

 Mid-Size Car	>>  20 Cases	 Mini-Van	>>  60 Cases
 Small SUV	>>  40 Cases	 Large SUV	>>  70 Cases
 Crossover	>>  40 Cases	 Full-Size Van	>>  70 Cases

Note: The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.





2026 COMMISSION STRUCTURE



Commission Type	Commission %
Online Direct	30%
Traditional (Storefronts, Wagon Sales & Take Orders)	32%
Extra Performance Bonus *20% increase over previous year	35%



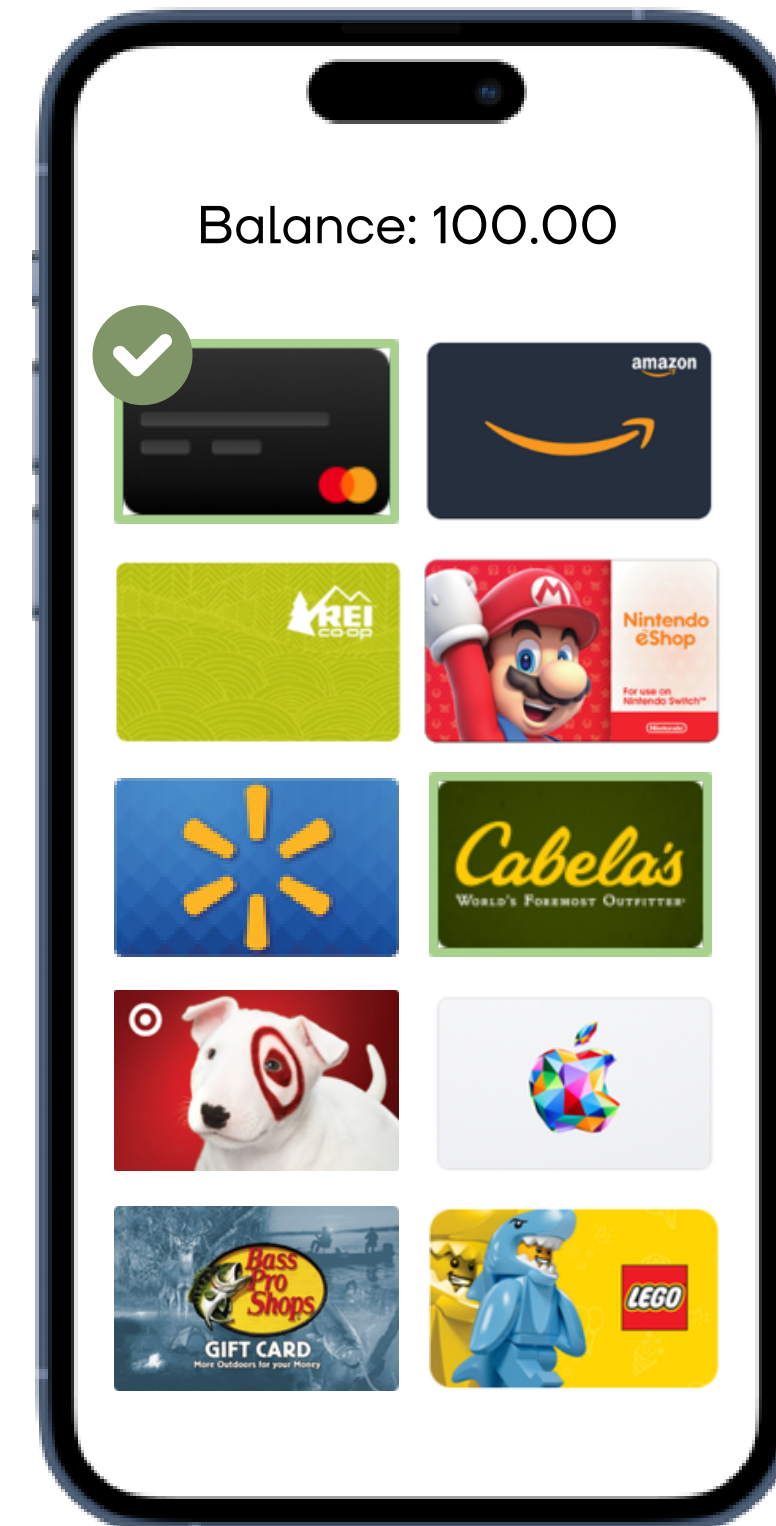
SCOUT REWARDS

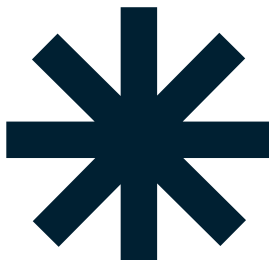
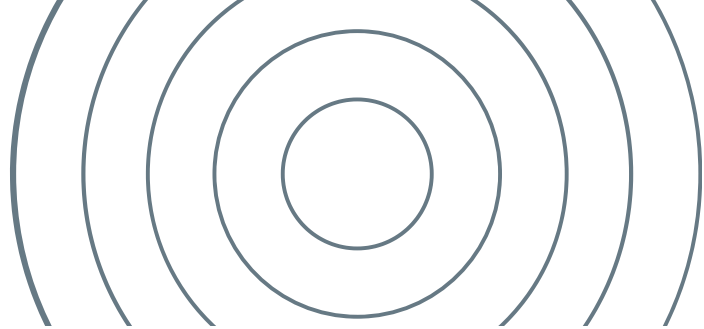
Additional gift card options

Scouts can split their rewards across multiple gift cards

No approving, receiving, distributing, or replacing prizes

Uncapped levels to incentivize top sellers





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.**



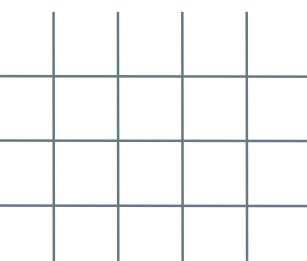
DOWNLOAD THE TRAIL'S END APP[®] TO START EARNING

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							

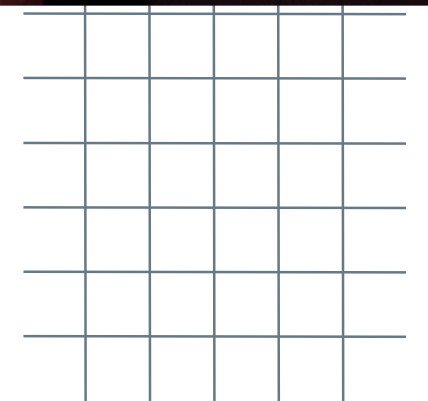
Trail's End Rewards earned in 2026 must be claimed by March 31, 2027. All rewards and promotions are subject to Terms and Conditions. The merchants represented are not sponsors of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions.

SCOUT REWARDS



CONTACT INFO

- ✓ **Maggie Miller (405) 887-3923 LFCPopcornKernel@gmail.com**
Council Popcorn Kernel
- ✓ **George Atherton LFCPopcornKernel@gmail.com**
Assistant Council Popcorn Kernel
- ✓ **Blake Jones (360) 310-8522 Blake.Jones@Scouting.org**
Popcorn Staff Advisor



A photograph of two hikers with large backpacks looking at a map on a trail. The hiker on the left is wearing a green backpack and a black shirt. The hiker on the right is wearing a blue backpack and a grey shirt. They are both looking down at a map held by the hiker on the right. In the background, other hikers are visible on a dirt trail. The text is overlaid on the image.

HAVE QUESTIONS? GET ANSWERS.

[HTTPS://SUPPORT.TRAILS-END.COM/](https://support.trails-end.com/)

Visit the Support Portal of FAQs at support.trails-end.com

Get peer support 24/7 in the Trail's End Popcorn Community Group
www.facebook.com/groups/TEPopcornCommunity



Thank You So Much

Trail's End®

