



# 2025 Popcorn Guidebook

## A Unit Leader's Path to Success!

**Trail's End®**

### 2025 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 for popcorn products.



**NEW FIVE  
\$20  
PRODUCTS\***

**DESIGNED TO INCREASE  
CONSUMER PURCHASES!**

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

**\$20**



#### BUTTER POPCORN

**New**

- Delicious and made with real butter
- 18 cups | 6oz

**\$20**



#### WHITE CHEDDAR POPCORN

**#1 Seller Stays at \$20**

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

**\$20**



#### SALTED CARAMEL CORN

**Reduced from \$25 to \$20  
& 14oz to 11oz**

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

**\$20**



#### SWEET & SALTY KETTLE CORN

**Increased from \$15 to \$20  
& 3.5oz to 4.5oz**

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

**\$20**



#### POPPING CORN

**Increased from \$17 to \$20**

- All natural, popping kernels
- 28oz

**\$25**



#### MICROWAVE BUTTER POPCORN

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

**\$30**



#### CHOCOLATEY PRETZELS

- Pretzel crunch covered in chocolatey goodness
- 12oz



### What's Inside:

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





# A Scout is Thrifty

## The Popcorn Sale

Popcorn is the main fundraiser for Scouting Colorado, and is designed to help Units fund their program year. 70% of the sale price stays with local Scouting, and Units can earn between 30 and 37% commission. The sale will begin at the end of August and conclude at the beginning of December, giving Units more than 3 months to sell and close out their accounts.

During the 2024 sale, 129 Units sold \$1,493,368! Our top Unit sold \$67,640!

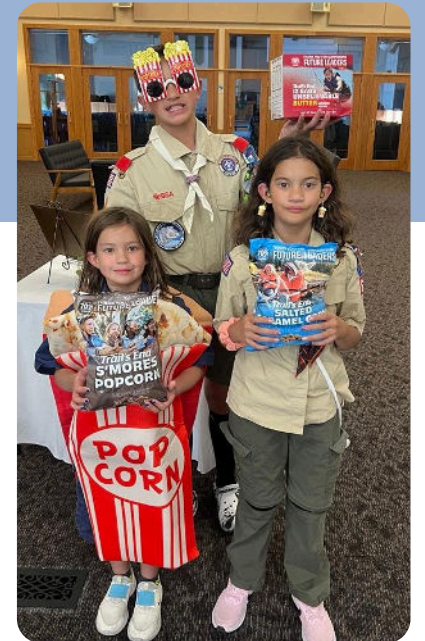
## This Year's Theme

This year's sale turns every Scout into a Minecraft hero! As we hit sales milestones, Scouts unlock their own rewards, and we'll build a Minecraft world. From lighting their first torch to finding something great in their community, every sale is part of our adventure. Sell popcorn. Level up. Build something awesome.

Scouts can earn fun theme-related prizes for selling popcorn!

- \$300 Light
- \$600 Shovel
- \$1,000 Partner Organization Tickets\*

\*more details to be released in August



## Sales Techniques for Scouts

Don't miss the opportunity to use the popcorn sale to train your Scouts in public speaking, sales, and service. Your Scouts and parents will appreciate the effort and your sales will improve.

Have Scouts roleplay and practice during your Kick-Off. Find a way to make training fun and reward Scouts who do a good job.

Have your Scouts practice these simple steps:

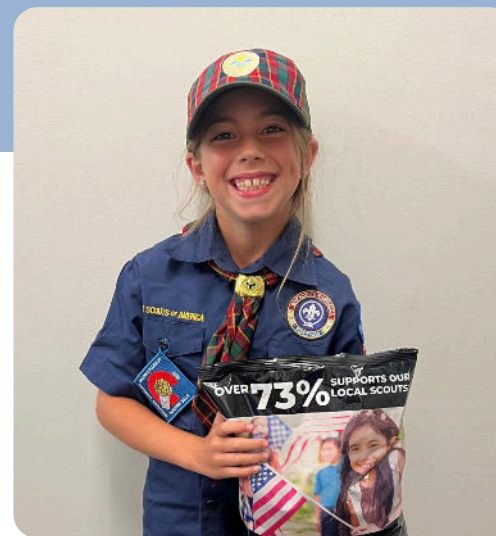
- Wear your Scout Field uniform.
- Smile and tell them who you are – first name only!
- Tell them where you are from (unit within Scouting).
- Ask them if they would like to buy popcorn to support Scouting.
- Know your products.
- Close the sale, and thank them whether they bought anything or not.

## Sample Selling Script

Hello! My name is (First Name) with (Unit). I'm selling popcorn to (earn my way to camp, support my Unit, be able to a specific, fun activity). Would you like to help support Scouting?

**Prepared. For Life.**  
**Thank you for your support of Scouting!**





### How to Sell Popcorn

Your job as Popcorn Kernel is to teach your Scouts how to sell. Create a plan and train your Scouts in all three methods of selling listed below; this will give you the best results.

**Wagon:** Scouts are given popcorn to take around their neighborhood and sell door-to-door. This allows them to give popcorn directly to people as they buy it. They can also take orders on their order form for products they are out of or that might not be available yet (such as Chocolate-y Pretzels, which don't ship until later in the sale) and return to deliver them later.

**Online:** Each Scout has an online page where friends and family can buy product and have it shipped to them.

**Storefront:** Units can coordinate with Trail's End and businesses to set up a table in front of a business for a few hours. This allows Scouts a steady flow of potential customers. **Please do not set up a table in front of any business without their permission.**

### Safety and Courtesy

Be sure to review these safety and courtesy tips with your Scouts and parents.

- Sell with another Scout or with an adult.
- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash.
- Always walk on the sidewalk and/or driveway.
- Say thank you whether or not the prospect buys popcorn.

### Popcorn Kernel Responsibilities

You are the main coordinator between your Unit and the Scouting Colorado popcorn staff.

Popcorn Kernels should:

- Clearly communicate information about the sale to your leaders, parents, and Scouts
- Be aware of the sale timeline and any deadlines for orders and closeout
- Work with Council to obtain product and reach out if you need help
- Work with your committee chair to set a sales goal for your Unit
- Kick off the sale with a BANG and provide all Scouts with an individual sales goal
- Inspect, coach, and recognize your Scouts
- Join the Popcorn Forum on Facebook to learn new information and coordinate with other Units
- Collect all money and turn in the amount due to Council on time

### Duties by Month

#### July:

- Sign Unit up for Sale
- Attend popcorn kick-off
- Sign up for Storefronts through Trail's End

#### August:

- Make initial popcorn order
- Hold Unit kick-off
- Pick up popcorn and start selling

#### September:

- Second popcorn order due

#### October:

- Pick up second order
- Final order for sale
- Return popcorn if necessary (for loss of 2% commission)

#### November:

- Final popcorn pickup

#### December:

- Finalize sale and settle up with Council





### 2025 Key Popcorn Dates

- 16-Jul Popcorn/Recruitment Kickoff 1, 5-8pm
- 26-Jul Popcorn/Recruitment Kickoff 2, 10-2pm
- 11-Aug Deadline for Units to place first order
- 22-Aug Popcorn Distribution at District Sites
- 15-Sep Second Replenishment Order Deadline
- 26-Sep Distribution for Second Order
- 13-Oct Popcorn returns
- 27-Oct Deadline for Units to place final order
- 14-Nov Council Popcorn Distribution
- 5-Dec All money needs to be into the Greater Colorado Council (Paid)

### First Pick Up Locations

- Alpine, Frontier, Valley - Pet Food Experts (2075 W 64<sup>th</sup> Ave, Denver, CO 80221)
- Black Feather, Centennial - Evolution Digital (7347 S Revere Pkwy, Centennial, CO 80112)
- Majestic Mesas - All Pro Moving (559 Sandhill Ln, Grand Junction, CO 81505)
- Three Rivers - Reach out to your District Executive, Maggie McCulloch (maggie.mcculloch@scouting.org, 720-266-2129)

## 2025 SCOUT REWARDS

### NEW REWARD OPTIONS\* - PICK ONE OR MULTIPLE!

AMAZON, TARGET, WALMART, PREPAID MASTERCARD®, DICK'S SPORTING GOODS, NINTENDO, REI, GAMESTOP, BASS PRO SHOPS, BEST BUY, CABELA'S, APPLE, LEGO, XBOX, AND PLAYSTATION



Choose the prizes you want by recording sales in the Trail's End App and collecting points towards eGift Cards and Prepaid Cards

### EARN MORE WITH HEROES AND HELPERS™

	Points* (per \$1 sold)
Heroes and Helpers	1.75 (credit & online) / 1.5 (cash)
App Credit & Online	1.25
App Cash	1
Each sale only accrues points in the applicable category above in which it will earn the most points	
<b>Cash to Credit™</b> Earn an additional 0.25 point per \$1 converted. Points for Storefront cash converted are split among Scouts working the store that day.	

Levels	Points	eGift Card DELIVERED BY TRAIL'S END
18	17,500+	10% of points
17	15,000	\$1,250
16	12,000	\$1,000
15	10,000	\$750
14	7,500	\$550
13	6,000	\$450
12	5,000	\$350
11	4,000	\$250
10	3,500	\$200
9	3,000	\$150
8	2,500	\$100
7	2,000	\$70
6	1,750	\$60
5	1,500	\$50
4	1,250	\$40
3	1,000	\$30
2	750	\$20
1	500	\$10

### EARN MORE WITH ONE SCOUT & PARENT STOREFRONT SHIFTS

- 2025 Bonus Rewards\***  
 Jun 30 8pm ET - Nov 30 6:59pm ET
- Sell \$500 or more per hour per Scout**
    - Earn 1 bonus point per dollar sold
  - Sell \$300-\$499 per hour per Scout**
    - Earn 0.5 bonus point per dollar sold
  - Sell \$500 or more online**
    - Earn 250 bonus points

**EARN MORE! EASIER!**  
 Download the Trail's End App today

Trail's End Distributed Rewards earned in 2025 must be claimed by June 30, 2026.  
 \*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. 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 and do not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks. 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). Virtual Prepaid Mastercard is issued by Pathward®, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. No cash access or recurring payments. Can only be used in the U.S. where Debit Mastercard is accepted online, for phone/mail orders or in stores that accept mobile wallet. Card valid for up to 6 months; unused funds will forfeit after the valid thru date. Terms and conditions apply.





### Your Unit Kick-off

The objectives of your popcorn kick-off are simple:

- Get Scouts excited about selling popcorn
- Inform parents about the sale and what they can do to help their Scouts

How can you ensure a successful kick-off?

- Make sure the kick-off is properly promoted by email, email groups, and/or phone.
- Review the presentation with your Cub/Scoutmaster prior to the meeting. Plan who is to do what.
- Have snacks, drinks, and music.
- Keep it short.
- Set a sales goal and track weekly by Den, Pack, Patrol, Troop, or Crew.

### Popcorn Kick-off Agenda

1. Grand Opening with music, cheers, and excitement.
2. Review Sales Goal and % of Scouts to Camp Goal, and explain key dates.
3. Scout Training: roleplay sales Do's and Don'ts.
4. Prizes: Review Unit-specific prizes and Council promotions.
5. Big Finish: Issue a challenge to your Scouts and send everyone home motivated to sell.

Follow up after the kick-off with important reminders like dates, family sales goals, and contests Council is running.

### Commission

Units can earn up to 37% commission for the traditional popcorn sale. Bonus commission is given in December only if Units have settled their popcorn account by December 5th.

30% Base Commission

5% Bonus Commission 20/20 Club (Complete any 1 of the below)

- Units sells over \$20,000 in 2025
- 20% increase in total popcorn sales from 2024 sale amount
- Unit is new to the popcorn sale (did not sell in 2024 popcorn sale)

2% Bonus Commission for Zero Returns (Each Unit can only return a maximum 5% of their product in general; any returns at all loses this 2%)

35% Flat Commission for selling online ONLY

### Sale Support

Contact your District Executive or Jack Castellano at 720-266-2122 or jack.castellano@scouting.org. We are here to help you! Use the QR code to find your District Executive.







Trail’s End VIP Program

Units that sold \$20K+ in 2024 have been granted 2025 VIP Storefront Access!

As a Storefronts™ VIP Unit, you’ll get:

- Pre-assigned storefront hours based on your 1.5x your goal (goal/\$200)
- Priority access to locations you used in 2024
- Reserved locations with \$300+/hour potential based on foot traffic and trained Scouts

Next Step:

- Complete Storefront settings – Unit Info page in Leader Portal
  - Maximize sales by selecting “One Scout per shift”
  - Two hour shifts perform best
  - Set your Scout claim date to release shifts

Key Dates:

- June 5: View your reserved hours/locations/times in Leader Portal under Storefronts Management. You’ll be able to ‘release’ any pre-assigned hours you don’t wish to keep. You can gain back hours released by using the reservation schedule below.

If questions, contact Trail’s End at [storefrontscheduling@trails-end.com](mailto:storefrontscheduling@trails-end.com). We appreciate all you do for your Scouts — let’s crush your 2025 goals!

Trail’s End®

2025 LEADER GUIDE

PREP

**Register Your Unit**

- Get started by registering
- New Leaders receive Leader Portal username after registration

<https://login.trails-end.com/unit-registration>

**Set Unit & Scout Goals**

- Start by planning your program - ask Scouts what they want to do
- Use the goal setting tool to create a budget
- Set your fundraising goal to achieve your program plan

<https://wh-wf-training.s3.amazonaws.com/Goal%20Setting%20Tool.xlsx>

**Visit Leader Portal**

One place to manage everything!

- Reserve & manage Storefronts
- Access training page
  - Leader & Scout videos, Kickoff Presentation, Scout & Parent Guide, Rewards flyer
- Order popcorn & track inventory
- View Scout sales in real-time
- Submit rewards
- Claim Unit payout

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

**Reserve Storefronts™**

- Maximize sales by selecting “One Scout per shift”
- Entering a Unit goal is required to reserve (for participating Councils)
- Trail’s End booked hours have \$300+ sales potential based on foot traffic & trained Scouts
- Reservations at Trail’s End Storefronts from Fri-Sun that have no Scouts signed up for shifts will be auto-released each week at 8pm ET

	8 PM ET	2024 SALES	RESERVATIONS
July 22		\$10k+	4
July 23		All Units	2
July 24		All Units	Unlimited

**Rewards**

- New eGift Cards\*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Earn more with one Scout & Parent shifts
- Scouts receive more points with Heroes and Helpers, app credit & online

**Scout Participation**

- Explain “what’s in it for Scouts / families” to participate
- Share goals & budget with parents
- All Scouts need a Trail’s End account
  - Give Trail’s End Unit Code to new Scouts to register
  - Returning Scouts use their 2024 username

SELL

**Best Practices**

- You’re not selling popcorn... you’re selling Scouting!
- For Scouts...
  - Get a head-start with online sales in June/July
  - Record sales in Trail’s End App
  - Enter donations received as Heroes and Helpers
  - Never ask customers to buy popcorn... it’s to support you
- Ensure all shifts are filled or release for other Units
- Check Reserve Storefronts page on Thursdays at 8pm ET for auto-released hours

**Heroes and Helpers™**

- Trail’s End ships products to military personnel and their families, first responders & local food banks
- Automatically added to Unit orders each night
- Scouts earn 1.75 points (credit & online) and 1.5 points (cash) per \$1 Heroes and Helpers sold

**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 required
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually
- Scouts can share orders with customers to checkout on their device

**Cash to Credit™**

- Scouts receive an additional 0.25 point for every cash dollar converted to credit
- Points for Storefront cash converted are split among Scouts working the store that day
- Parents keep the cash and use their card to convert
- Leaders use their card to convert cash returned from Storefronts

WRAP UP

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate & enjoy your Scouting year!

Thank you for choosing Trail’s End!

**SUPPORT & FAQs**

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

**JOIN TRAIL’S END POPCORN COMMUNITY ON FACEBOOK**

<https://www.facebook.com/groups/TEPopcornCommunity>