



Trail's End[®]

Scouting America

Mobile Area Council

2024 Top Sellers

Trail's End
Scout Fundraising

Top Five Selling Units (8,500 Units sold Nationally)

Mobile Area Council

- Troop 47
- Pack 87
- Pack 227
- Pack 84
- Pack 321

2024 Top Sellers

Trail's End
Scout Fundraising

Top Five Scouts

(100,000 Scouts sold Nationally)

Mobile Area Council

- *Montez M
- *Kody T
- *Kova S
- *Oliver D
- *Henry R



Ideal Year of Scouting

Plan Program

- Plan exciting adventures
- Add extra activity or campout supported by popcorn funds.

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!





	Traditional	Online Direct	Total	
Unit Retail	\$122,889.00	\$10,364.00	\$133,253.00	
Product Cost				
Misc. Credit/Debit				
Return to Scouting	\$80,332.25	\$7,254.80	\$87,587.05	
Net Return to Scouting				
Unit Commission	\$42,556.75	3,109.20	\$45,665.95	
Return to Council				
TE Rewards Cost	-\$4,073.67	-\$310.92	-\$4,384.59	
Council Award Recognition/Kickoffs			\$-8,000	
Net Return to Council	27,127.61	\$2,647.28	\$21,774.89	
National Fee	-\$3,220.50	-\$151.00	-\$3,371.50	
Net Return to Council (After National Fee)			18,403.39	
Council Traditional Ordered Retail				
Total Council Ordered + Online Retail				

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

Scout Participation

- # of Scout with a Sale = XXX (out of XXXX = X%)
- Avg % of Scouts within selling Units = **45%**
- How do we increase participation within your Unit?


Some Resources that might help....

(Leader Portal in the Training tab under 'Scout Resources')

Scout Participation

Trail's End
Scout Fundraising

Non-Selling Scout FLYER



DESIGNED TO FUND YOUR YEAR IN 6-8 HOURS!
Over 70% stays with you, your Unit & your Council

Why Trail's End?

"They make fundraising easy, fun, and incredibly rewarding. You can sign up for Storefronts and sell online, they have tips for selling, and you can fully fund any adventure with Trail's End as your fundraising partner!"

"I've learned to earn my way, present with confidence, be persistent, set and achieve goals, and more! These are skills I'll take into adulthood and my career."

Life Scout, Jonathan W.
\$9,551 Rewards in 2024
\$28,120 earned for Unit (\$80,345 sales)



Scout Participation

Non-Selling Scout Email

Audience: Scout Families (especially non-selling Scouts)

Subject: What if popcorn could pay for your whole year?

Hi [Parent First Name],

We want every Scout in our Unit to get the most out of their year — and Trail's End popcorn is a big part of how we make that happen. It pays for all of the fun things we do throughout the year.

Last year, thousands of first-time sellers averaged over **\$1,700** in sales. Many funded camp, paid dues, and even covered gear and high adventure.

This isn't just about raising money. It's about helping our Scouts grow — learning confidence, goal setting, and salesmanship along the way.

If your Scout hasn't sold before, this is the year to start.

Everything runs through the Trail's End App — from Storefront signups to online sales and rewards. It's really easy to get started.

Start Selling with Trail's End: <https://info.trails-end.com/scouts>

Enter Unit Code {insert your Unit's Trail's End code here} to register!

Scout Participation

Non-Selling Scout Social Posts

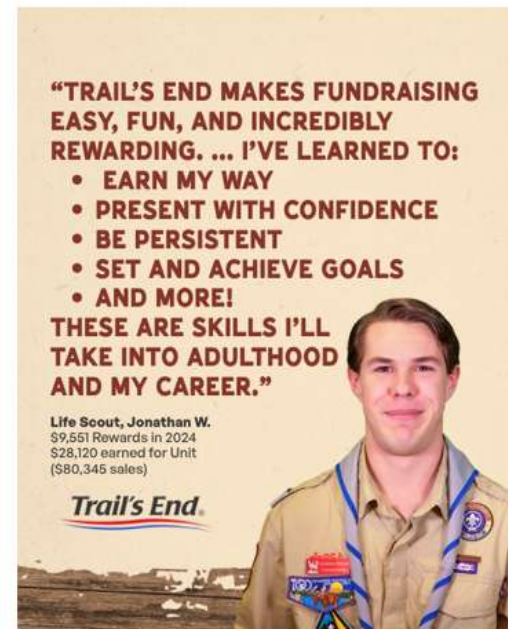
Facebook Post 1

Caption:

This year, make popcorn more than just a fundraiser — make it your Scout's biggest growth moment.

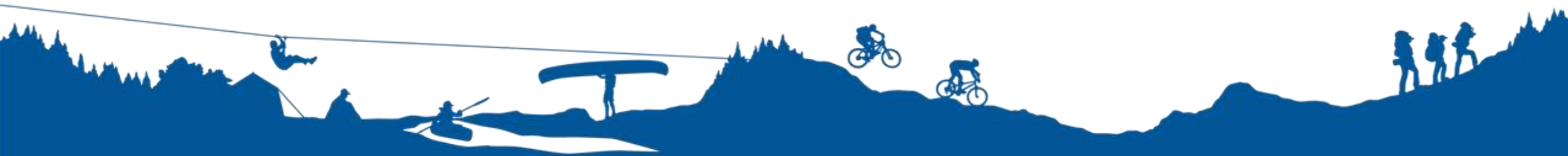
From confidence to goal-setting, Trail's End helps Scouts build life skills *and* fund their adventures. Over 70% goes back to you, your Unit, and your Council. Ready to get started?

<https://info.trails-end.com/scouts>



Trail's End®

PRIZE ALERT!!!



Ways to Sell

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

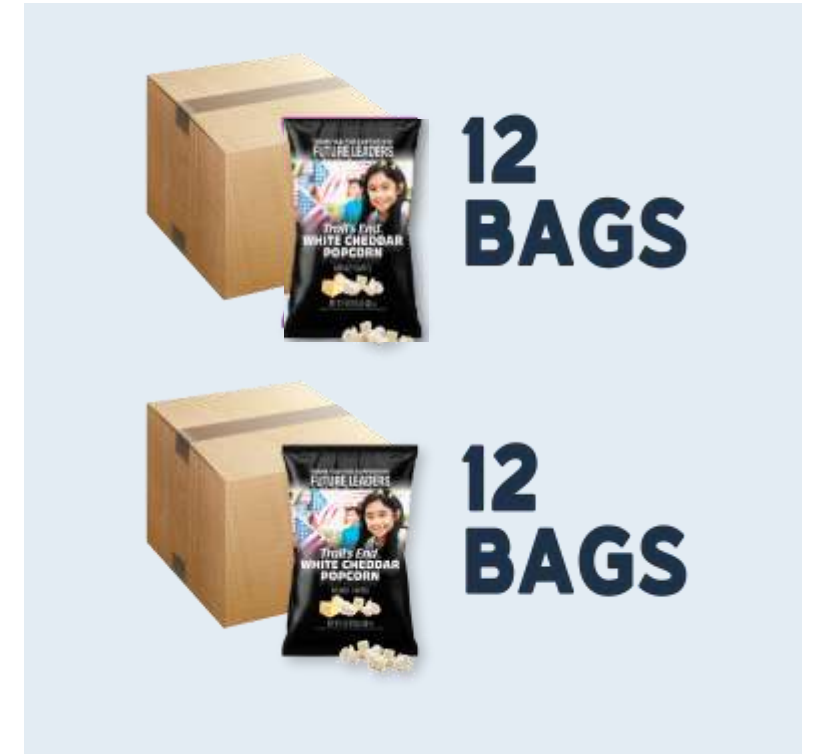
- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



2025 Trail's End NEW UNIT Promo



- ✓ 2 free cases for new Units or Units that have not sold in a while (\$480 retail)
- ✓ 100% commission to the Unit
- ✓ For more info, call or email {Name}
 - Phone: (XXX) XXX-XX
 - Email: xxxx.xxxxx@scouting.org



NO RISK!
NO UPFRONT COST!

- \$480 of free popcorn for New Units
- Storefronts™ reserved for you

Trail's End Leader Portal (Unit Leaders)

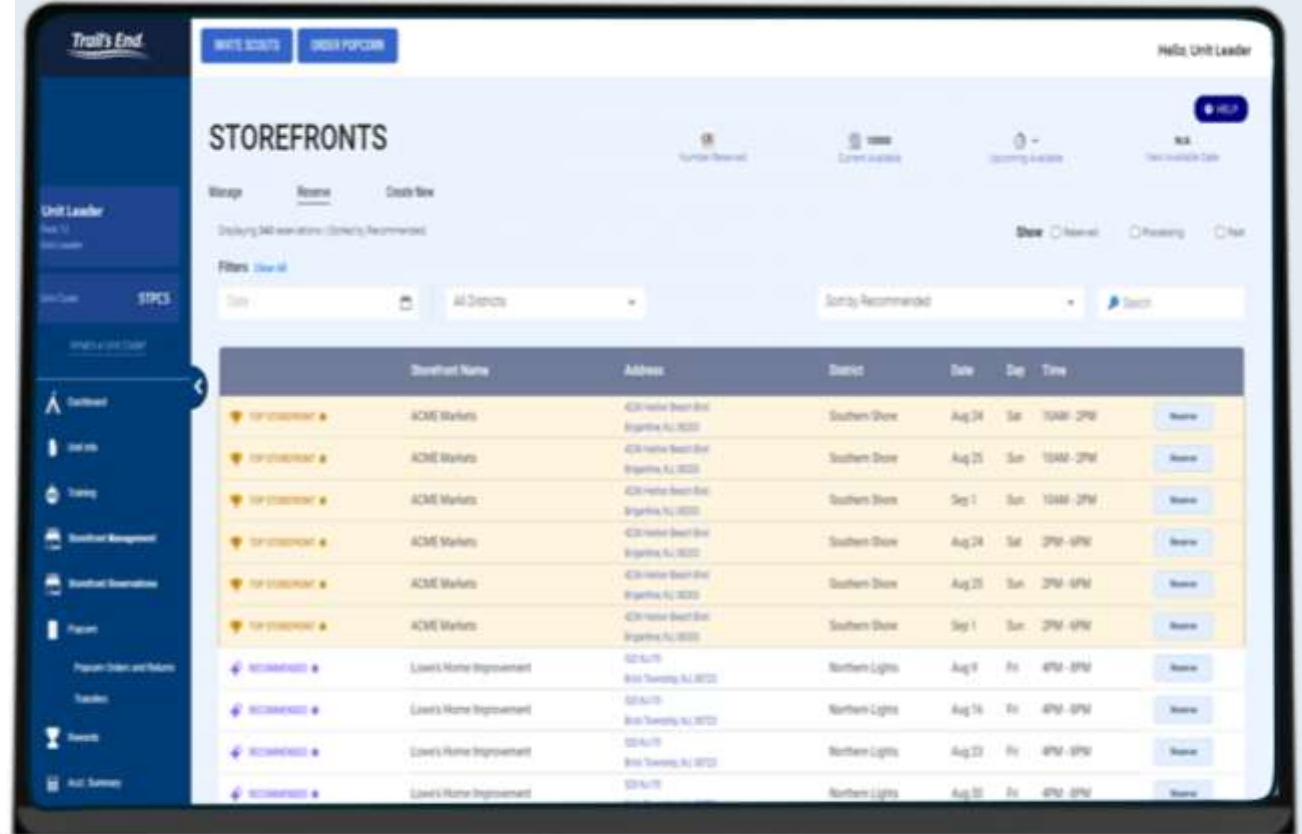
- Web based
- Mobile Friendly

Trail's End Scout App (Scouts)

- Point of sale App for Scouts to sell popcorn.

TE LEADER PORTAL

- Leaders manage entire sale in one place
- Invite Scouts to register and manage Scout roster
- Easily set Unit and Scout goals
- Order popcorn
- Real time reporting of sales and inventory
- Unit to unit transfers; no Council assistance needed
- Schedule and manage storefront sites and shifts



IN-APP GUIDES

Successful fundraising starts with a goal!

Units must have a goal this year to reserve Storefronts™

Need help setting your goal? Use this guide to plan your program, create a budget, and determine your goal.

[Download Planning Guide](#)

- 232 users
- Goal avg. \$19,196

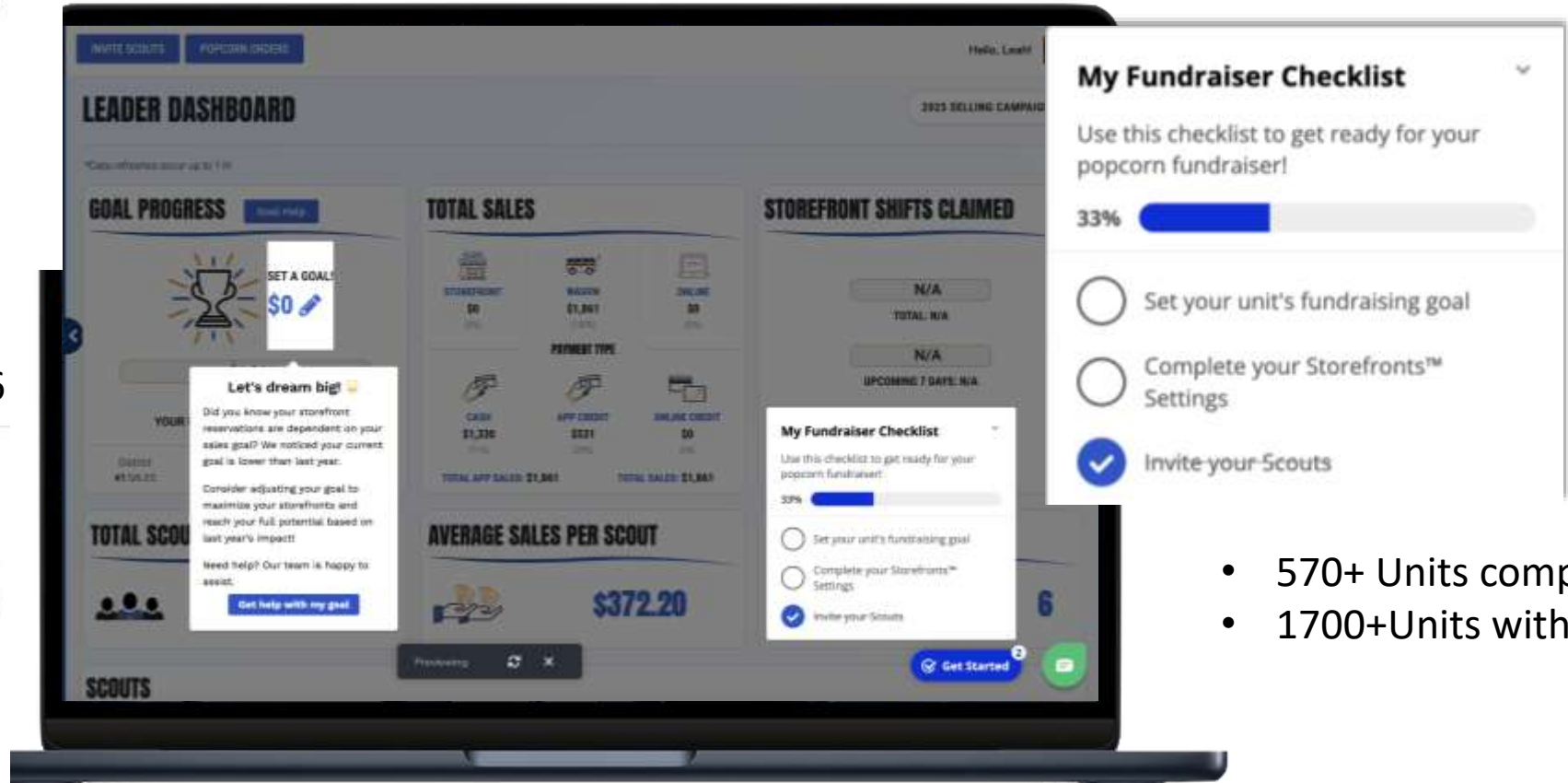
Let's dream big! 🌟

Did you know your storefront reservations are dependent on your sales goal? We noticed your current goal is lower than last year.

Consider adjusting your goal to maximize your storefronts and reach your full potential based on last year's impact!

Need help? Our team is happy to assist.

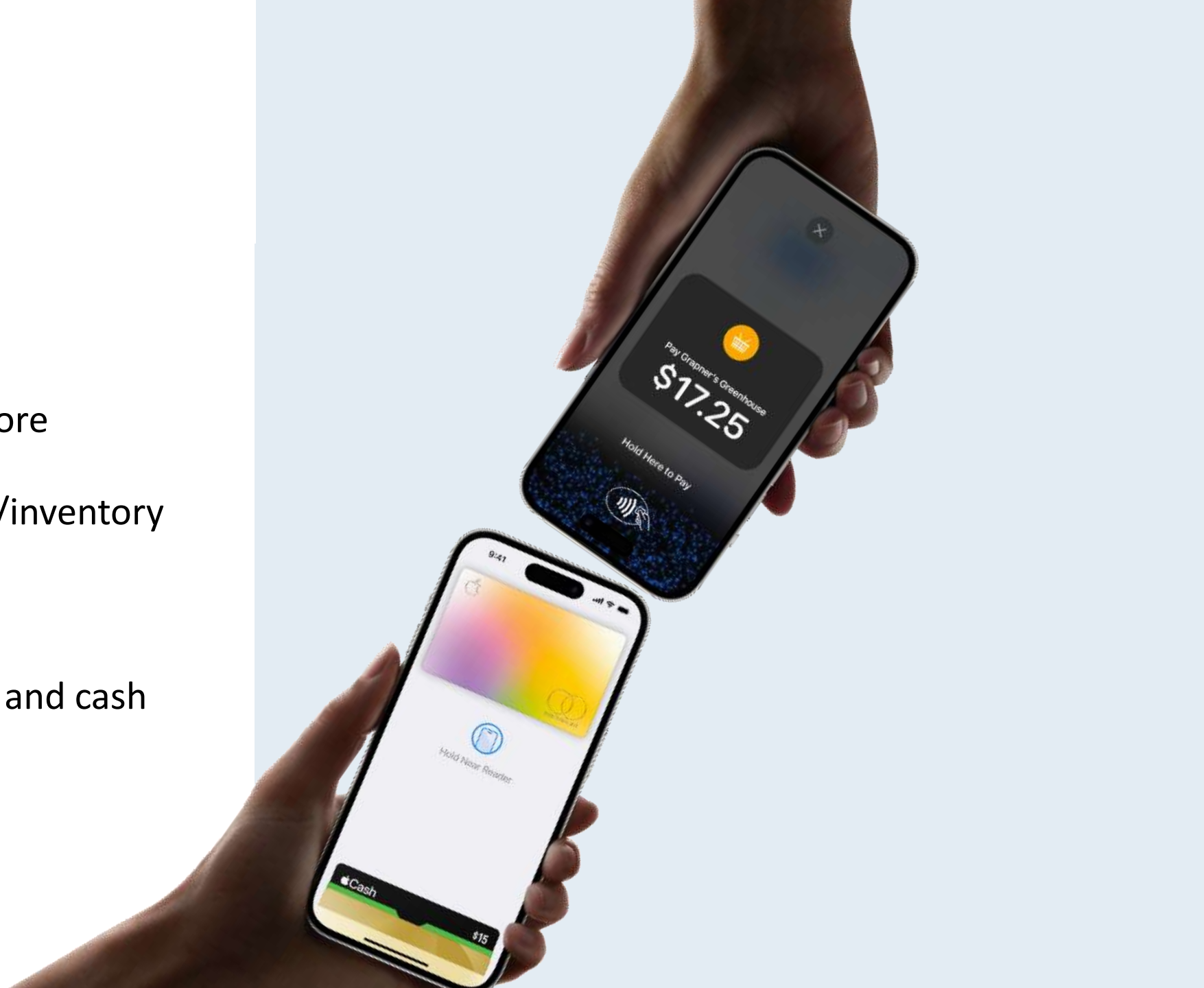
[Get help with my goal](#)



- 570+ Units completed
- 1700+Units with a goal

TE SCOUT APP

- Point of Sale System
- Saves time and easy to use
- Google Play & Apple App Store
- Tracks real-time Scout sales/inventory
- Manages storefront shifts
- Accepts credit cards (85%+) and cash
- All CC Fees paid by TE



NEW in 2025!

Trail's End®

TE SCOUT APP TAP TO PAY

Take payments with a mobile phone –
no additional hardware required!

Additional payment options:

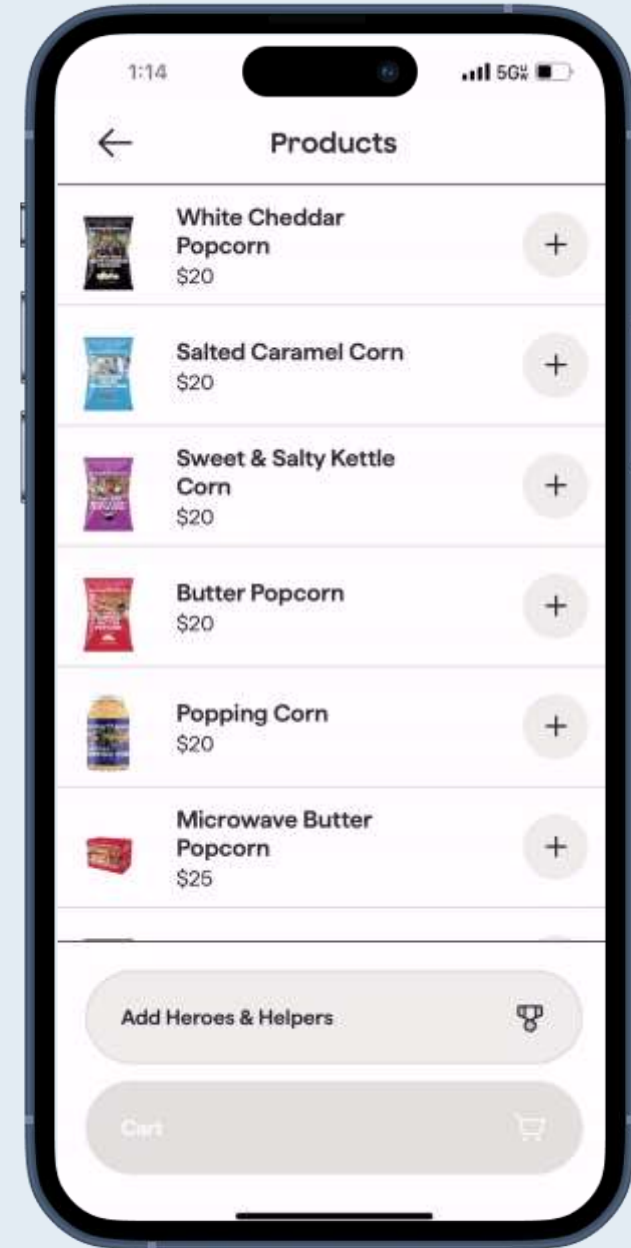
- ✓ Credit card, Apple Pay, Google Pay, and Cash App Pay
- ✓ Cash payments
- ✓ Convert cash collected to credit for additional rewards



TE SCOUT APP

EASY CHECKOUT

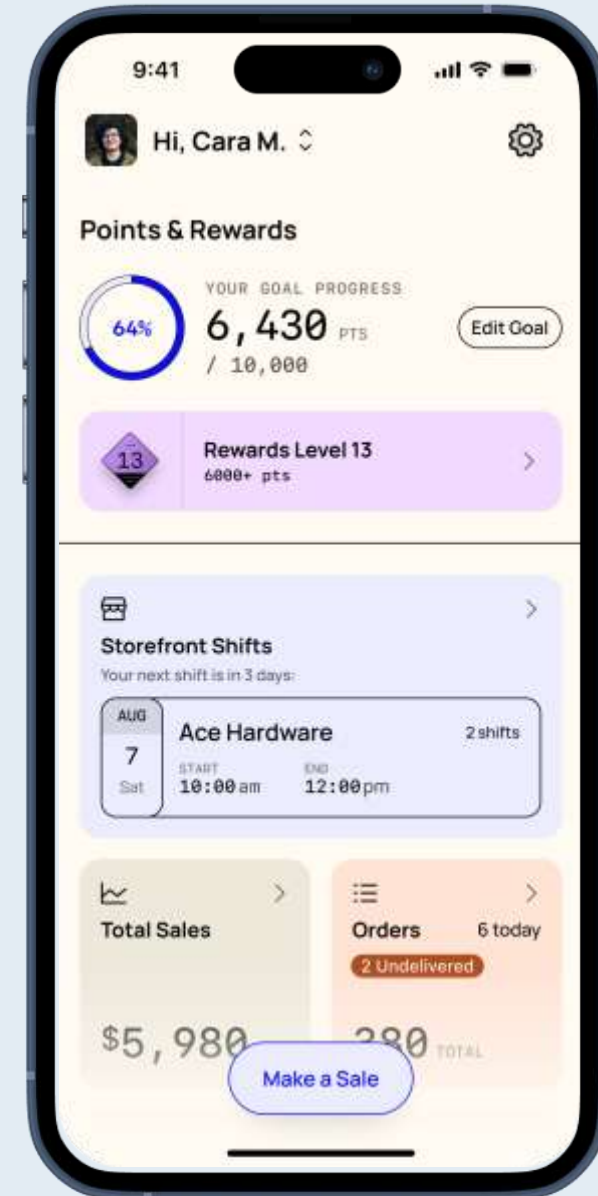
- ✓ Tap to Pay
- ✓ Credit Sales
- ✓ Apple Pay and Google Pay
- ✓ Cash Sales



TE Scout app DASHBOARD

✓ Single screen for all key actions:

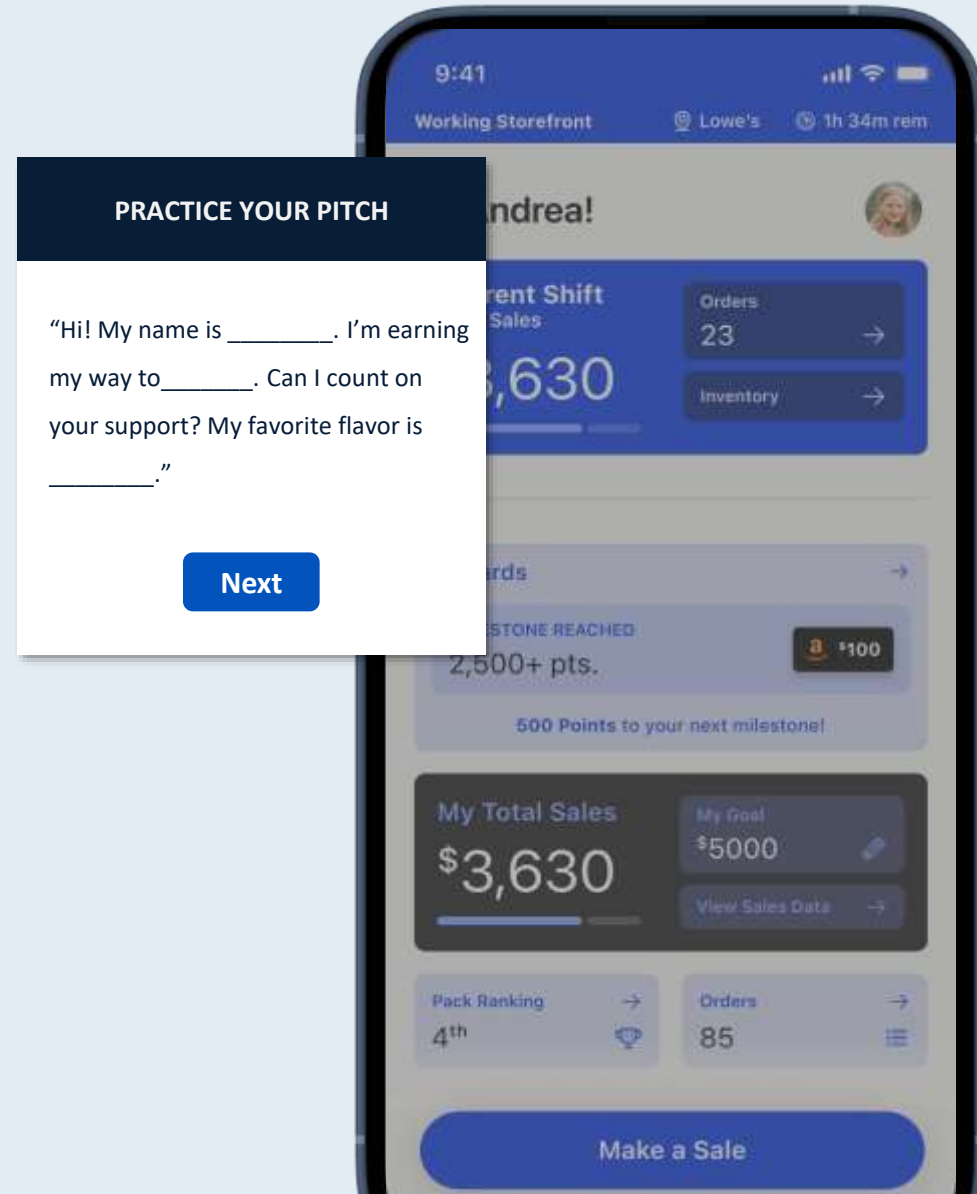
- Make a sale
- Goal and rewards
- Cash to Credit
- Storefronts
- Sales data
- Orders
- Online sales
- Training



IN-APP GUIDES

TE Scout app Training

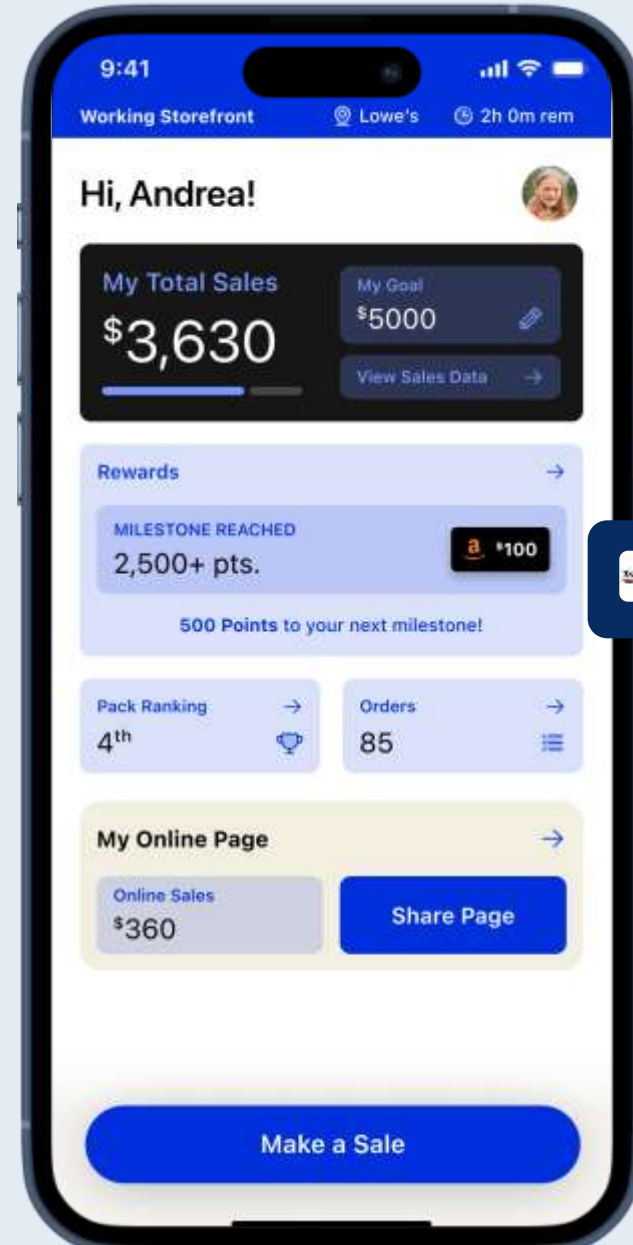
- ✓ Training provided as the Scout uses the app
- ✓ Scouts are prompted with the training they need when they need it



IN-APP GUIDES

TE Scout app Notifications and Sale Updates

- ✓ Sale updates in app for all Scouts
- ✓ Push notifications on key reminders



New storefront shifts now available for sign-up.



Your storefront shift is starting in one hour.

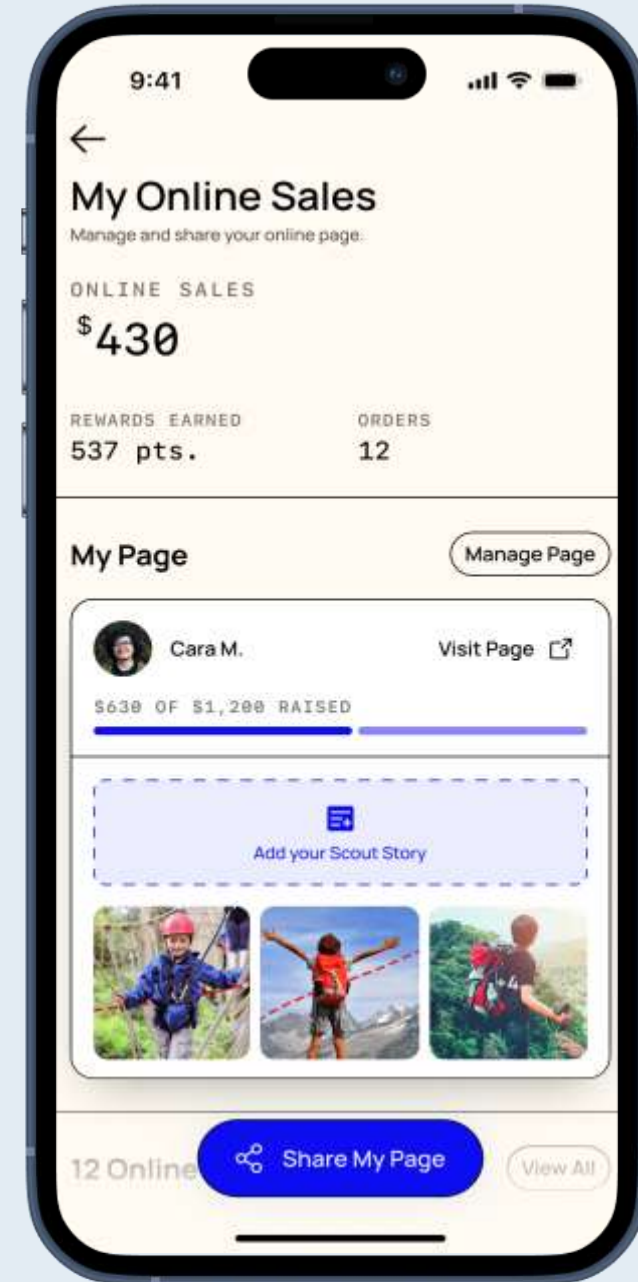


You have a reward available to claim!

TE Scout app

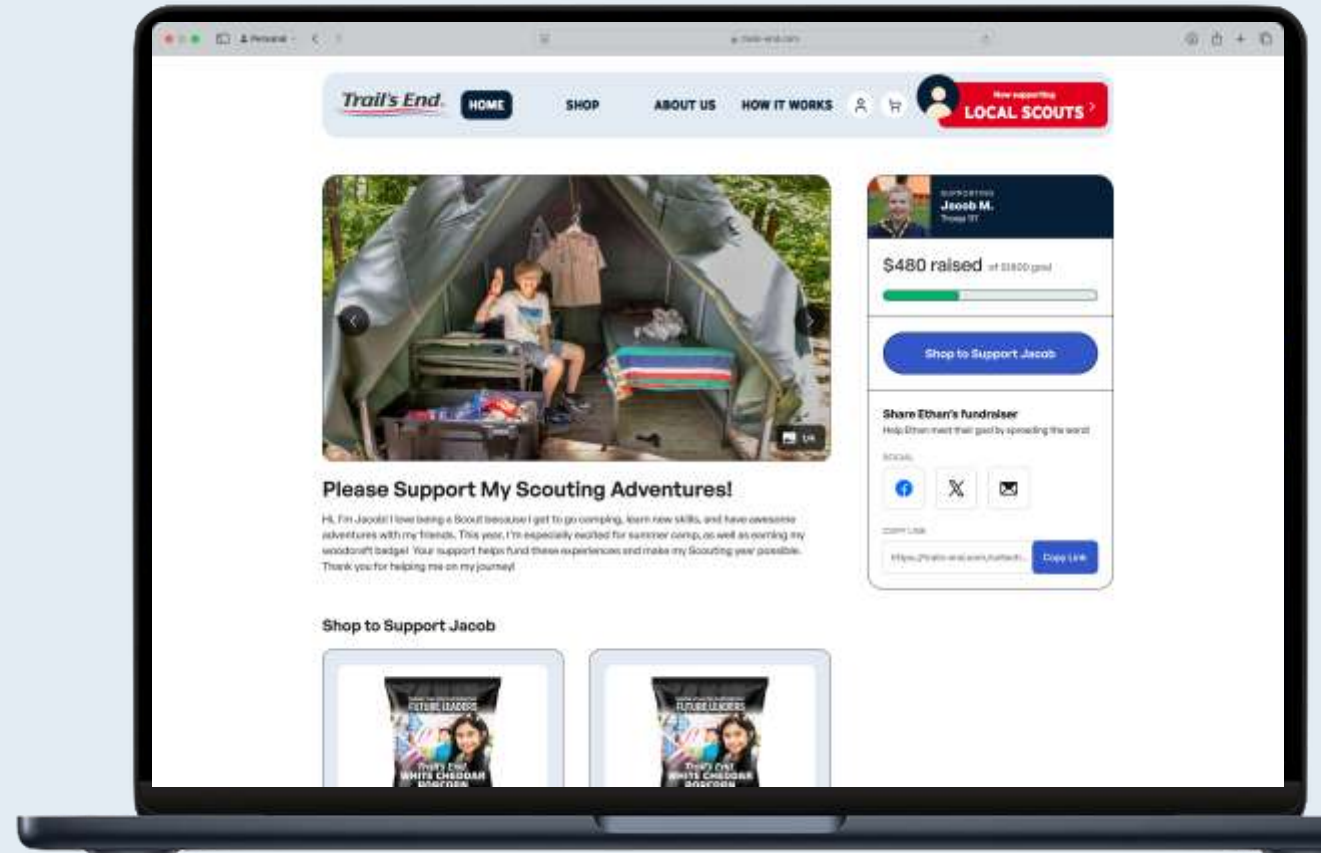
Online Sales

- ✓ Share is the primary action for Scouts
 - Past customers
 - Text
 - Email
 - Social
- ✓ Scouts are guided to personalize their page with new empty states to help them get started



TE Scout app Online Sales

- ✓ Redesigned Scout pages that:
 - Emphasize the Scout and their story
 - Allow consumers to share the Scout's pages with their network

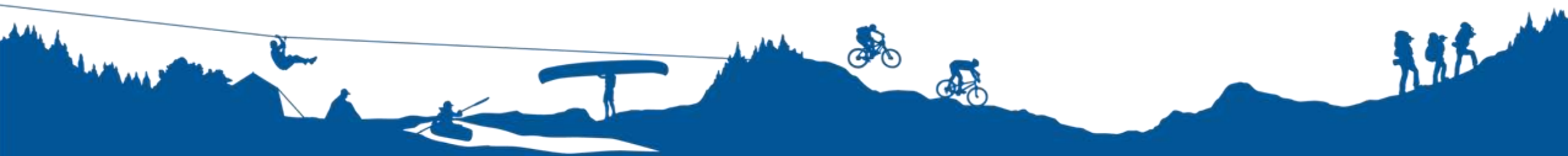


2025 STOREFRONTS!

Trail's End®



PRIZE ALERT!!!



Reservation Schedule

Trail's End®

2024 SALES

RESERVATIONS

July 22

\$10k+

4

July 23

All Units

2

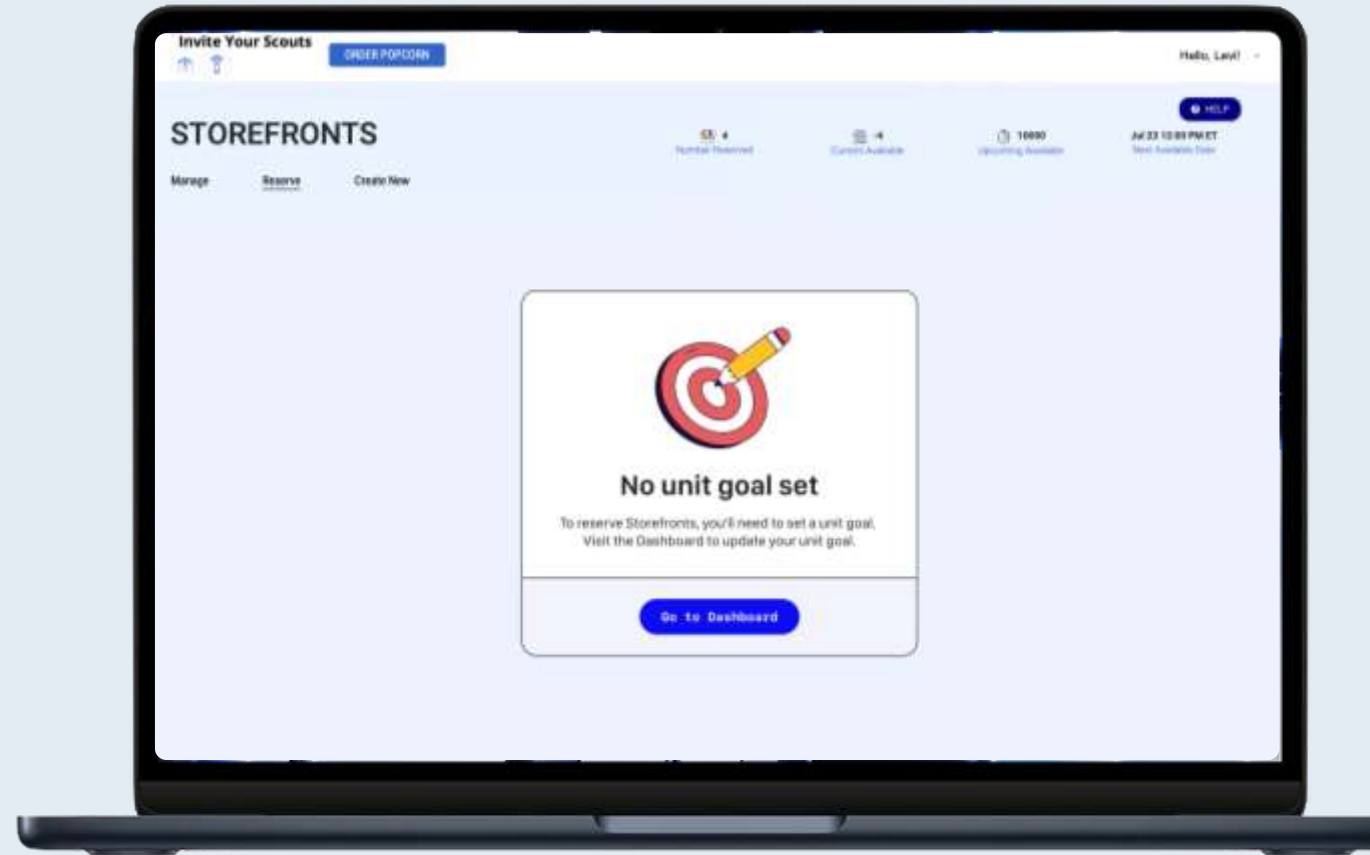
July 24

All Units

Unlimited

STOREFRONT EFFICIENCY

- ✓ Updated reservation time – 8 pm (ET)
- ✓ Goal required to reserve storefronts
(Enter your GOAL today!)
- ✓ Guidance on storefront hours needed to reach goal





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2025 STOREFRONTS™

- More opportunities for you to secure locations!
- Shifts with 0 Scouts for the upcoming weekend will be released on Thursday at 8pm for everyone to claim.
- Auto-release on Thursdays at 8 pm (ET) for Fri - Sun reservations.
 - 38% of weekend hours were claimed in 2024 and not used by Scouts.

2025 STOREFRONT BEST PRACTICE

Trail's End®

The Power of One Scout per Shift

Opportunity: 58% of hours are NOT one Scout

Which one generates more sales per hour?

2 Scouts on
1 shift

\$173

Or

2 Scouts on
solo shifts

$\$138/\text{hr} \times 2 = \276

Solution: More one Scout shifts

2025 TE REWARDS!

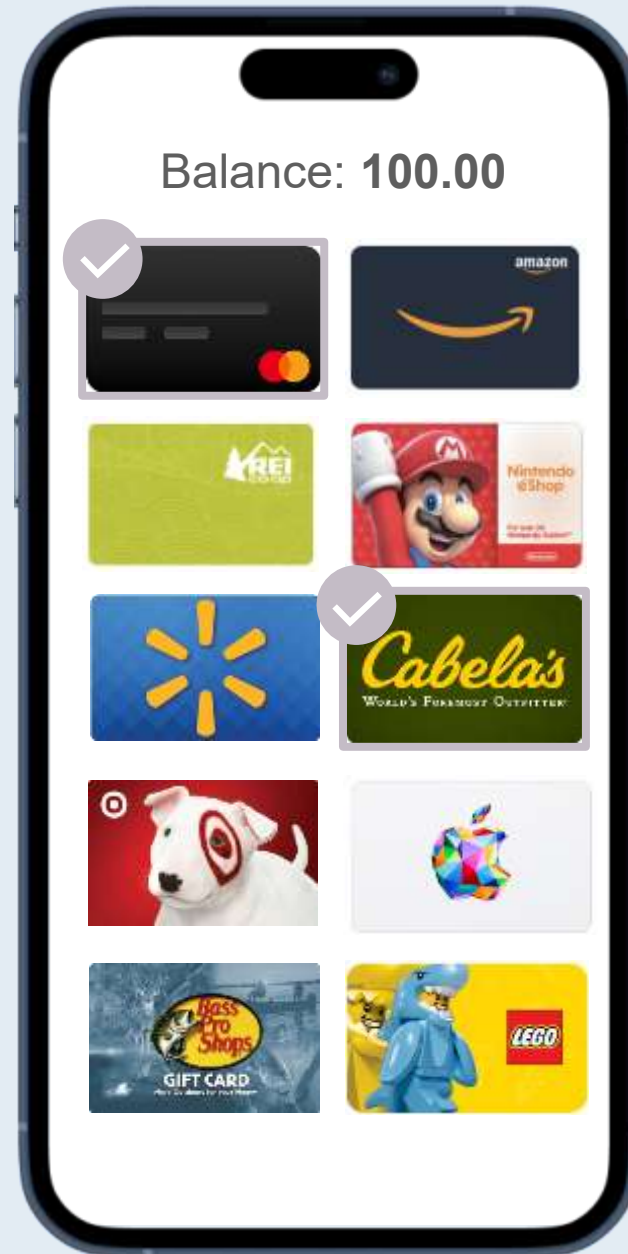
Trail's End®



TE REWARDS



- ✓ Scouts claim their rewards from the app
- ✓ 15 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.
- ✓ Heroes and helpers bonus points! **+5 pts!**

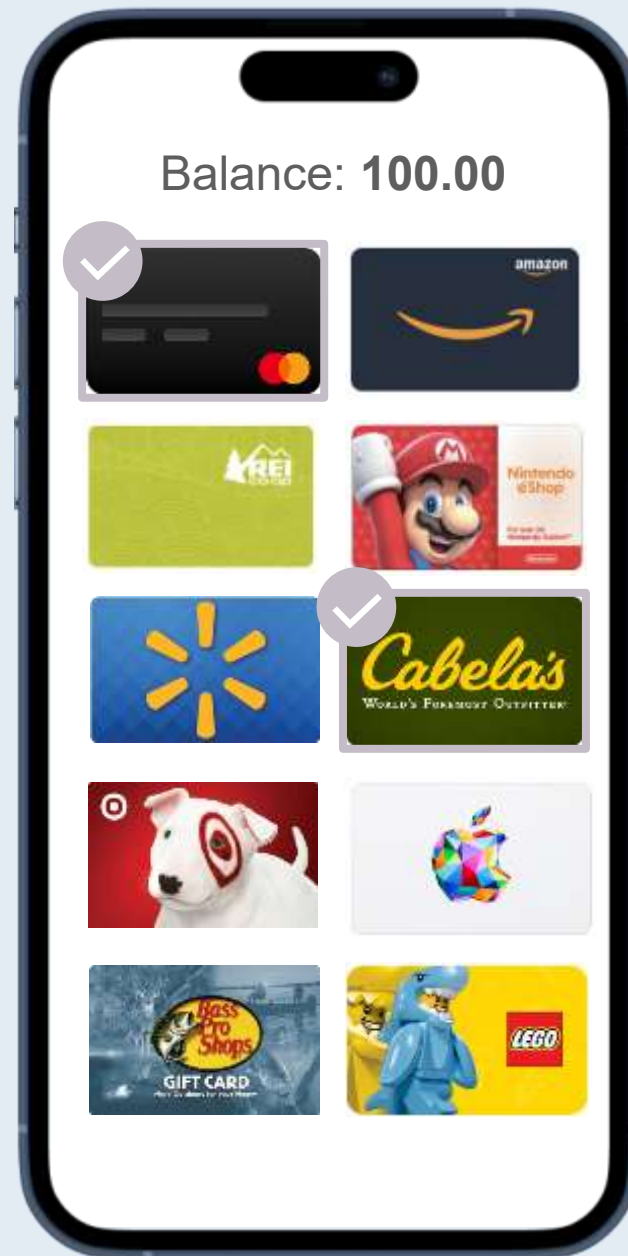


AMAZON
TARGET
WALMART
PREPAID
MASTERCARD
DICK'S SPORTING
GOODS
NINTENDO
GAMESTOP
BASS PRO SHOPS
CABELA'S
APPLE
LEGO
XBOX
PLAYSTATION

LOCAL HERE



- ✓ Scouts claim their rewards from the app
- ✓ 15 gift card options
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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.

OVER
70%
STAYS
LOCAL**

\$20



POPPING CORN

Increased from \$17 to \$20

- All natural, popping kernels
- 28oz

NEW FIVE
\$20
PRODUCTS*

DESIGNED TO INCREASE
CONSUMER PURCHASES!

SIMPLIFIES SALE FOR
SCOUTS, LEADERS,
AND CONSUMERS!

\$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



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



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

\$25



MICROWAVE BUTTER POPCORN

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

Scout Pitch

- Hello my name is _____ !
- I am earning my way to summer camp, with a \$20 donation you can pick any bag on the table and help me earn my archery, canoeing, and first aid merit badge!



NEVER, NEVER, NEVER
ask customers to buy popcorn. It's to support You!

Even if the customer says no, always say, "Thank you" and "Have a good day."

PRODUCTS and Pricing

- **REMEMBER – YOU ARE NOT SELLING POPCORN. ANYONE CAN GO INTO A GROCERY STORE AND BUY A BAG!**
- Change your mindset to “with a \$20 donation you will be helping me attend *insert adventure like Jamboree / specific summer camp!” and pick anything from the table!

NEVER, NEVER, NEVER
ask customers to buy popcorn. It's to support You!

Even if the customer says no, always say, “Thank you” and “Have a good day.”



\$20 on almost all items!

- One price – simplifies the fundraiser.
 - Inventory management
 - Mistakes with selling the wrong bag
- Trail's End tested this mix last year!
 - \$11 an hour increase
 - 8% more Yeses
 - Scouts understand its not about the product its about ME and my Unit.



NEVER, NEVER, NEVER

ask customers to buy popcorn. It's to support You!

Even if the customer says no, always say, "Thank you" and "Have a good day."

HEROES & HELPERS 2024 IMPACT



300,000+ BAGS

and cartons of Trail's End popcorn were delivered to Active Military, Veterans, Local Food Banks, Fire/Police/EMT, and Homeless Shelters



52,000+ SCOUTS

collected Heroes & Helpers Donations — helping fund their Scouting dreams



\$265,000+ REWARDS

earned by Scouts from Heroes & Helpers donations

- Any \$ donation should be turned into the heroes and helpers program!
- Scouts earn an additional 0.5 points per donation!
 - \$1 credit card donation = 1.75 pts!
 - \$1 cash donation = 1.5 pts!

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HEROES & HELPERS 2024 IMPACT



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and cartons of Trail's End popcorn were delivered to Active Military, Veterans, Local Food Banks, Fire/Police/EMT, and Homeless Shelters



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\$265,000+ REWARDS

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Both Leader & Scout Sessions

Leader Trainings begin July 10th
Scout Trainings begin Aug 7th

Sign up TODAY!



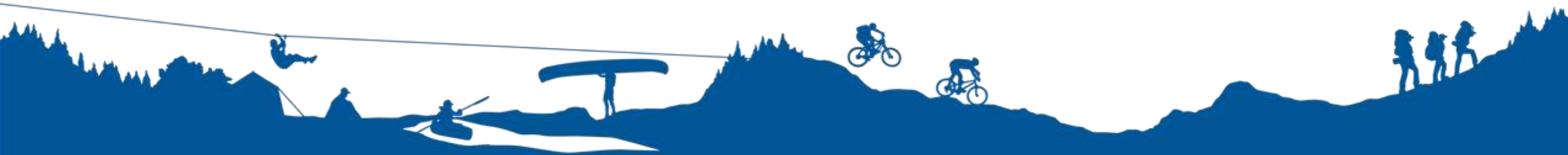
REGISTER TODAY!

Trail's End®

Register for the 2025 Sale!



2025 COUNCIL SALE SPECIFICS



COMMISSION

Trail's End
Scout Fundraising

2025 COMMISSION

30% Commission

- Attend Trainings and make payments on time to earn an additional **5%** commission

KEY DATES

Trail's End
Scout Fundraising

- **Refer To Leaders Guide**

ORDERS & DISTRIBUTION

Trail's End
Scout Fundraising

Order Due Dates













- *Show N Sell* – **August 8th**
- Take Order - **Oct 3rd**

Distribution

- Pick up Order: **August 23rd**
- Take Order: **October 25th**
- Additional Pick Up: **August 26th**

Warehouse Locations:

- Fiver Rivers: Greer's Cottage Hill
- Baldwin: Greer's Robertsdale

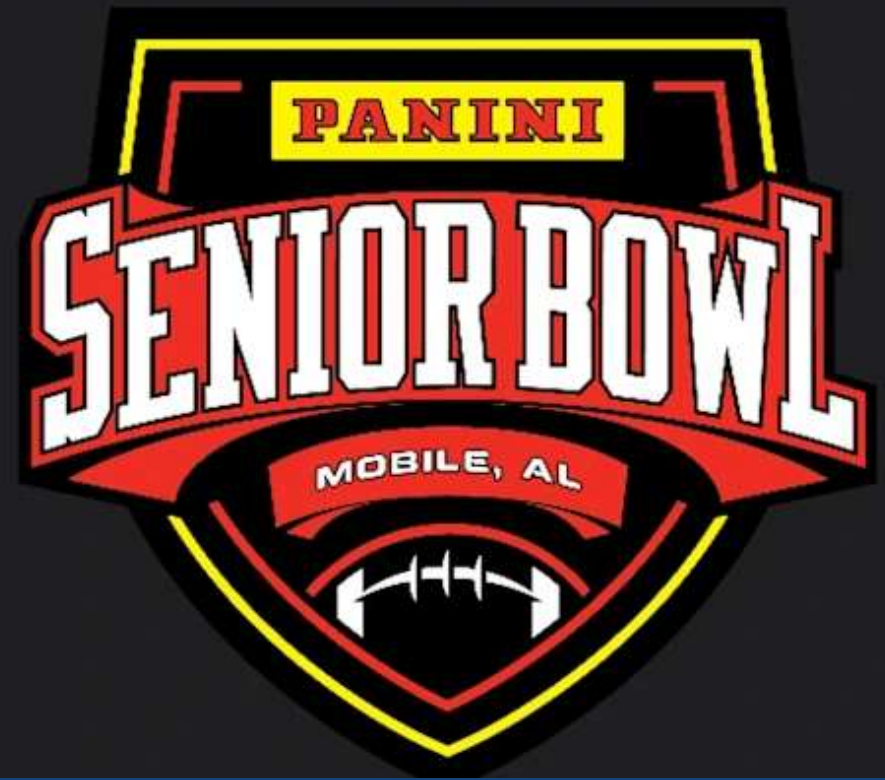
	>>		20 Cases
	>>		40 Cases
	>>		40 Cases
	>>		60 Cases
	>>		70 Cases
	>>		70 Cases

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

Council's Awards and Prizes

Level Up Club

- Scouts who sell \$1,500 or more will receive 4 complimentary tickets to the senior bowl.



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Council's Awards and Prizes

District Top seller

- Both Baldwin and Fiver River's Top Seller Scout of at least \$12,000 will receive a Top Golf Experience Package.

*Scout's Sales include total amount sold from Take Order, Show & Sell, and Online Sales.



Trail's End



Trail's End®

Council's Weekly Drawings

- Sell \$250 by August 25th to be entered to win an \$25 Amazon Gift Card

Council's Weekly Drawings

- Sell \$500 by September 2nd to be entered to win an \$50 Amazon Gift Card



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Council's Weekly Drawings

- Sell \$750 by September 9th to be entered to win a Day Camp, Resident camp, or Express Camp **2026** Complimentary Registration



Council's Weekly Drawings

- Sell \$1000 by September 15th to be entered to win a Day Camp, Cub Scout Encampment, Express Camp or **2026** National Jamboree. Complimentary Registration and a \$25 Amazon Gift Card

KERNEL CHECKLIST

Trail's End
Scout Fundraising

July/August

1. Determine your budget & set your goals
2. Place an initial order
3. Attend a Trail's End Webinar
4. Join the Trail's End Facebook Group
5. Hold your Unit Kickoff

September

1. It's Cub Scout recruiting season! Register their account to sell popcorn!
2. Check Council calendar for replenishment opportunities
3. Communicate with your Unit; progress toward goals, storefront opportunities, key dates, etc.
4. Motivate your Scouts & Families, i.e., incentives and reminders of what funds do for your unit & Scouts.

October

1. Collect cash due from Scouts
2. Place your final order
3. Distribute popcorn and ensure deliveries are made
4. Pay your Council invoice or request your payout
5. Submit rewards for your Scouts
6. Celebrate your Success!

HAVE QUESTIONS? GET ANSWERS

Unit Leaders

- Sonya Seabrook

sonya.seabrook@scouting.org

251-476-4600

- Mary Phillips

251-476-4600

Mary.Phillips@scouting.org

- Aja Hoyt

Aja.Hoyt@scouting.org

Trail's End Support

John Muller

- John.Muller@trails-end.com
- (317)518 1019

Jared Shepherd

- Jared.Shepherd@trails-end.com
- (801) 376-4574

Facebook Group

Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.



Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



District Kernels

- Kelly Dunbar: Baldwin District Kernel

kkellytorp@aol.com

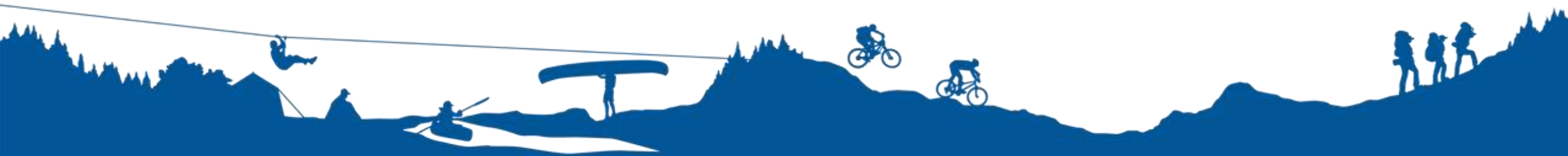
(251)680-9289

Charles Harris: Five Rivers District Kernel

charlesharris2@ccbcu.com

(251)295-1977

PRIZE ALERT!!!



Trail's End®

Scouting  **America**
Mobile Area Council

THANK YOU!

Comments and Questions?