

The background is a dark blue field filled with faint, light blue line art of outdoor scenes: tents, trees, mountains, and a compass. A prominent red dashed line winds across the image, punctuated by five yellow, four-petaled flower-like icons. The text "Trail's End" is centered in a white, bold, italicized serif font, with a registered trademark symbol (®) to its right. A thick red swoosh underline is positioned beneath the text.

Trail's End®

A small blue star icon is positioned to the left of the text.

Mobile Area Council

Unit Leader Training

Popcorn Kickoff

Powered by Popcorn

Trail's End[®]
Scout Fundraising



**BECOME
DECISIONS MAKERS**



**LEARN MONEY
MANAGEMENT**



**BECOME
GOAL SETTERS**



**BECOME FUTURE
ENTREPRENEURS**



**LEARN
PEOPLE SKILLS**

Benefits for Scouts

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon eGift Cards
 - Millions of prize choices
 - Scouts choose the prizes they *want*

Scouts Learn

- How to help others around them
- Public speaking & math skills
- Salesmanship & perseverance
- How to earn their own way
- The value of hard work
- How to handle rejection

prepare

pre·pare

prepared; preparing

transitive verb

to make ready beforehand for some purpose,
use, or activity



Mobile Area 2026 Total Sales

Trail's End®

Total Unit Sales: \$162,722

Total Unit Retail sold including Traditional Unit Orders and Online sales attributed to the Council

Unit Commissions: \$56,274

Total Unit Commissions for both Traditional Retail Ordered and Online Sales

Council Commissions: \$39,630

Mobile Area Top Scouts and Units

Trail's End®

Scout Rank	Scout Name	District Name	Unit Name	Scout Sales
1	Montez M	Baldwin	Troop 47	\$12,005
2	Zachary C	Five Rivers	Troop 251 B	\$6,186
3	William C	Five Rivers	Pack 227	\$5,731
4	Rosie B	Five Rivers	Troop 251 G	\$5,251
5	Stella M	Baldwin	Pack 321	\$5,084
6	Kody T	Baldwin	Pack 87	\$4,483
7	Kova S	Baldwin	Troop 47	\$3,660
8	Ethan B	Five Rivers	Pack 227	\$3,360
9	Wyatt T	Baldwin	Pack 87	\$3,276
10	Sam S	Five Rivers	Pack 17	\$2,969
11	MacKenzie C	Five Rivers	Pack 251	\$2,443
12	Bentley P	Baldwin	Pack 321	\$2,430
13	Russ T	Baldwin	Pack 87	\$2,390
14	Richard B	Five Rivers	Pack 227	\$2,350
15	Declan D	Baldwin	Pack 87	\$2,302
16	David J	Baldwin	Pack 87	\$2,163
17	Chase R	Baldwin	Pack 321	\$2,127
18	Anne T	Baldwin	Pack 271	\$2,077
19	Elijah C	Baldwin	Troop 177	\$1,959
20	Oliver D	Baldwin	Pack 177	\$1,815
21	Jackson C	Five Rivers	Pack 251	\$1,757
22	Abigail T	Five Rivers	Pack 84	\$1,573
23	Kyle L	Baldwin	Pack 271	\$1,522
24	Molly Z	Baldwin	Troop 82G	\$1,507
25	Dooley J	Five Rivers	Pack 227	\$1,403

Unit Rank	Unit Name	District_Name	Unit Traditional Sales	Unit Online Sales	Unit Total Sales
1	Pack 227	Five Rivers	\$29,308	\$3,749	\$33,057
2	Pack 87	Baldwin	\$19,503	\$2,688	\$22,191
3	Troop 47	Baldwin	\$18,436	\$381	\$18,817
4	Pack 321	Baldwin	\$15,186	\$1,734	\$16,920
5	Pack 84	Five Rivers	\$15,023	\$770	\$15,793
6	Troop 177	Baldwin	\$9,328	\$67	\$9,395
7	Pack 17	Five Rivers	\$5,491	\$2,677	\$8,168
8	Troop 251 G	Five Rivers	\$5,545	\$856	\$6,401
9	Pack 271	Baldwin	\$5,752	\$489	\$6,241
10	Troop 251 B	Five Rivers	\$5,816	\$370	\$6,186
11	Troop 82G	Baldwin	\$5,147	\$269	\$5,416
12	Pack 251	Five Rivers	\$4,475	\$450	\$4,925
13	Pack 177	Baldwin	\$4,130	\$20	\$4,150
14	Troop 47G	Baldwin	\$465	\$292	\$757

Ideal Year of Scouting

Plan Program

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

Budget

- Assign costs and expenses.
- Add in camp, registration fees, advancements & Unit dues.

Calendar

- Provide a monthly calendar of activities so families see the .

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!



Mobile Council Area Summary	Traditional	Online Direct	Total	
Unit Retail	\$147,910.00	\$14,812.00	\$162,722.00	
Unit Commission	-\$51,830.00	-\$4,443.60	\$56,273.60	
Due To Council	\$96,080.00	\$10,368.40	\$106,446.40	
Council Product Cost	-\$52,388.58	\$-5,924.80	\$-58,313.38	
Product Cost Adjustments	\$42,556.75	3,109.20	-\$45,665.95	
Return to Council	\$0.00	\$0.00	\$0.00	
National Fee	-\$3,616.50	-\$222.50	-\$3,839.00	
TE Rewards Cost	-\$4,681.74	-\$416.37	-\$5,098.11	
Printed Materials	\$0.00	\$0.00	\$0.00	
Other	\$432.00	\$0.00	\$432.00	
Net Return to Council (After National Fee)	\$35,825.18	\$3,804.73	\$39,629.91	

Mobile Area Scout Hours Dashboard

Trail's End®

Reservation Hours Available from TE for Mobile Area Council	1,412
Shift Hours Collected by Units	823
Shift Hours Claimed by Families	654
Shift Hours Worked by Scout	579

TOP SELLING SCOUTS

Rank	Scout	Unit	Council	Total \$'s
1	Layton S	Troop 282	Chief Seattle Council	\$70,595
2	Jonathan W	Troop 3714	Northern Star Council	\$69,453
3	Blake R	Troop 25	Jersey Shore Council	\$60,457
4	Jacob G	Pack 675	Atlanta Area Council	\$51,200
5	David J	Pack 314	Las Vegas Area Council	\$34,336
6	Grayson V	Pack 313	Greater Tampa Bay Area Council	\$34,002
7	MA J	Troop 282	Chief Seattle Council	\$33,670
8	Maximus J	Pack 3547	Northern Star Council	\$32,335
9	Alana B	Pack 234	Baltimore Area Council	\$31,437
10	Jude L	Troop 279	Northern Lights Council	\$30,804
11	Ezra M	Pack 0202	Pacific Harbors Council	\$30,328
12	Zoey K	Pack 62	Northeast Georgia Council	\$30,305
13	Christian O	Pack 3303 (W2)	Lake Erie Council	\$28,826
14	Jayden C	Troop 194	Northeast Illinois Council	\$28,424
15	Preston E	Pack 7721	Garden State Council	\$28,107
16	Gavin B	Pack 862	Greater Los Angeles Area Council	\$27,170
17	Trevor N	Troop 1180	Sam Houston Area Council	\$27,012
18	Nathan R	Troop 3506	Northern Star Council	\$26,399
19	Brody G	Troop 0384	California Inland Empire Council	\$26,381
20	Lexi H	Pack 88	Nevada Area Council	\$25,175

✦ **\$70,595** ✦

#1 Seller

Layton S., Troop 282,
Chief Seattle Council

★ **4 Scouts** ★

Sold >\$40K

Layton S., Jonathan W.,
Blake R., Jacob G.

✦ **51 Scouts** ✦

Sold >\$20K

★ **384 Scouts** ★

Sold >10K

Represents 6.7% of the Sale

Online

- Down 0.5%
- 4 more units
- 2 more scouts

ONLINE DIRECT - App & Web		
YTD	YTD - 2022	YTD - 2023
Revenue	\$13,903.97	\$13,237.00
Return to Scouting	\$8,342.38	\$7,942.20
Orders	214	215
Avg Order Value (AOV)	\$64.97	\$61.57
Units w/ Sale	11	15
Avg. Sales/Unit	\$1,264.00	\$882.47
Scouts w/ Sale	76	78
Avg. Sale/Scout	\$182.95	\$169.71
Orders/Scout	2.8	2.8

- 53% growth Traditionally
- 3 more units
- 1% less CC
- 24 more scouts
- 1704 (55% more orders)

TRADITIONAL - APP		
YTD	YTD - 2022	YTD - 2024
Revenue	\$94,124.91	\$143,939.80
CC Retail	\$43,705.00	\$64,451.01
% of Retail	46%	45%
Cash Retail	\$50,419.91	\$79,488.79
% of Retail	54%	55%
Orders	3090	4794
Avg. Order Value (AOV)	\$30.46	\$30.02
AOV-Credit	\$25.63	\$29.30
AOV-Cash	\$36.40	\$30.64
Units w/ Sale	13	16
Avg. Sales/Unit	\$7,240.38	\$8,996.24
Scouts w/ Sale	142	166
Avg. Sales/Scout	\$662.85	\$867.11
Orders/Scout	21.5	28.7

Rank	Unit	Council	Total \$'s
1	Pack 313	Greater Tampa Bay Area Council	\$400,621
2	Pack 7721	Garden State Council	\$194,274
3	Pack 0273	Middle Tennessee Council	\$177,574
4	Pack 365	Greater Yosemite Council	\$146,174
5	Pack 3303	Lake Erie Council	\$145,653
6	Troop 282	Chief Seattle Council	\$139,636
7	Pack 0583	Mid-Iowa Council	\$138,848
8	Troop 3714	Northern Star Council	\$125,184
9	Pack 62	Northeast Georgia Council	\$119,871
10	Pack 3396	Last Frontier Council	\$119,356
11	Pack 1857	Circle Ten Council	\$112,766
12	Pack 0264	Crossroads of America Council	\$109,310
13	Pack 189	Northeast Illinois Council	\$108,445
14	Pack 0081	East Carolina Council	\$108,093
15	Pack 77	Las Vegas Area Council	\$108,013
16	Troop 311	Greater Colorado Council	\$106,764
17	Troop 64	High Desert Council	\$104,854
18	Pack 107	Three Fires Council	\$104,155
19	Pack 0112	Crossroads of America Council	\$103,399
20	Troop 0384	California Inland Empire Council	\$101,259

NEW ALL TIME RECORD!

★ **\$400,621** ★
Pack 313

★ **21 Units** ★
Sold >\$100K

★ **194 Units** ★
Sold >\$50K

★ **2,678 Units** ★
Sold >10K
Represents 78% of the Sale

Unit Analysis								
	2022	2023	2022	2023	2023	2023	2023	2023
Sales Range	# Units	# Units	Total Sales	Total Sales	Agg Units	Agg Retail	Agg % Units	Agg % Retail
Over \$125k	0	0	\$0	\$0	0	\$0	0%	0%
\$100k-\$125k	0	0	\$0	\$0	0	\$0	0%	0%
\$90k-\$100k	0	0	\$0	\$0	0	\$0	0%	0%
\$80k-\$90k	0	0	\$0	\$0	0	\$0	0%	0%
\$70k-\$80k	0	0	\$0	\$0	0	\$0	0%	0%
\$60k-\$70k	0	0	\$0	\$0	0	\$0	0%	0%
\$50k-\$60k	0	1	\$0	\$55,311	1	\$55,311	6%	31%
\$40k-\$50k	0	0	\$0	\$0	1	\$55,311	6%	31%
\$35k-\$40k	1	0	\$39,920	\$0	1	\$55,311	6%	31%
\$30k-\$35k	0	0	\$0	\$0	1	\$55,311	6%	31%
\$25k-\$30k	1	2	\$28,077	\$52,690	3	\$108,001	17%	61%
\$20k-\$25k	0	1	\$0	\$24,216	4	\$132,217	22%	75%
\$17.5k-\$20k	0	0	\$0	\$0	4	\$132,217	22%	75%
\$15k-\$17.5k	2	0	\$33,947	\$0	4	\$132,217	22%	75%
\$12.5k-\$15k	1	1	\$14,788	\$12,651	5	\$144,868	28%	82%
\$10k-\$12.5k	1	1	\$10,724	\$11,982	6	\$156,850	33%	89%
\$7.5k-\$10k	0	0	\$0	\$0	6	\$156,850	33%	89%
\$5k-\$7.5k	2	0	\$12,293	\$0	6	\$156,850	33%	89%
\$2.5k-\$5k	2	2	\$7,092	\$6,754	8	\$163,604	44%	93%
\$1k-\$2.5k	3	5	\$3,647	\$8,984	13	\$172,588	72%	98%
Under \$1k	1	5	\$280	\$3,603	18	\$176,191	100%	100%
Grand Total	14	18	\$150,768	\$176,191				
Average Unit Sales			\$ 10,769	\$ 9,788				

- **National Average Unit Sales = \$8,403**
- **33% of Units made up 89% of Sales**

Top 5 Units

Council_Name ▼	District_Name ▼	Unit_Name ▼	Retail Ordered ▼	Online_Sales ▼	App_Sales ▼	Total Sales ▼
Mobile Area Council	Baldwin	Troop 47	\$ 54,454	\$ 857	\$ 46,229	\$ 47,086
Mobile Area Council	Baldwin	Pack 87	\$ 25,857	\$ 1,285	\$ 26,067	\$ 27,352
Mobile Area Council	Five Rivers	Pack 227	\$ 21,577	\$ 3,971	\$ 20,682	\$ 24,653
Mobile Area Council	Baldwin	Pack 321	\$ 23,244	\$ 972	\$ 22,829	\$ 23,801
Mobile Area Council	Five Rivers	Pack 84	\$ 9,950	\$ 2,032	\$ 9,575	\$ 11,607

Top 10 Scouts

Council_Name	District_Name	Unit_Name	Scout_Name	Total_Sales_Ly	Wagon_Sales	Storefront_Sales	Online_Sales	Total_Sales
Mobile Area Council	Baldwin	Troop 47	Kova S	\$ -	\$ 60.00	\$ 10,293.50	\$ 172.00	\$ 10,525.50
Mobile Area Council	Baldwin	Troop 47	Bryce M	\$ 19,980.00	\$ 7,567.00	\$ -	\$ -	\$ 7,567.00
Mobile Area Council	Baldwin	Pack 321	Hayley N	\$ 6,220.00	\$ 4,794.00	\$ -	\$ -	\$ 4,794.00
Mobile Area Council	Baldwin	Pack 87	Kody T	\$ 5,018.12	\$ -	\$ 4,600.00	\$ -	\$ 4,600.00
Mobile Area Council	Baldwin	Pack 87	Henry R	\$ 999.17	\$ 155.00	\$ 4,234.26	\$ 89.00	\$ 4,478.26
Mobile Area Council	Baldwin	Pack 87	William R	\$ 981.67	\$ 285.00	\$ 4,185.23	\$ -	\$ 4,470.23
Mobile Area Council	Baldwin	Troop 47	Cruz M	\$ 19,950.00	\$ 4,450.00	\$ -	\$ -	\$ 4,450.00
Mobile Area Council	Baldwin	Troop 47	Connor K	\$ -	\$ -	\$ 3,968.00	\$ 408.00	\$ 4,376.00
Mobile Area Council	Baldwin	Troop 47	Nathaniel B	\$ -	\$ 225.00	\$ 3,643.00	\$ -	\$ 3,868.00
Mobile Area Council	Baldwin	Pack 321	Gabriel H	\$ 1,585.00	\$ 3,373.00	\$ -	\$ -	\$ 3,373.00

Storefronts

Storefront Summary		
Hours Booked	1,030.00	
Unit Claimed	826.00	80%
Scout Worked	1,160.00	140%
Retail Sold	\$ 90,280.79	
Sales / Hour	77.83	

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Scout Analysis								
	2022	2023	2022	2023	2023	2023	2023	2023
Sales Range	Scouts	Scouts	Retail	Retail	Agg Scouts	Agg Retail	Agg % Scouts	Agg % Retail
\$ 50k+	0	0	\$0	\$0	0	\$0	0%	0%
\$45k-\$50k	0	0	\$0	\$0	0	\$0	0%	0%
\$40k-\$45k	0	0	\$0	\$0	0	\$0	0%	0%
\$35k-\$40k	0	0	\$0	\$0	0	\$0	0%	0%
\$30k-\$35k	0	0	\$0	\$0	0	\$0	0%	0%
\$25k-\$30k	0	0	\$0	\$0	0	\$0	0%	0%
\$20k-\$25k	0	0	\$0	\$0	0	\$0	0%	0%
\$15k-\$20k	2	0	\$39,930	\$0	0	\$0	0%	0%
\$10k-\$15k	0	1	\$0	\$10,526	1	\$10,526	0%	7%
\$7.5k-\$10k	0	1	\$0	\$7,567	2	\$18,093	1%	12%
\$5k-\$7.5k	2	0	\$11,238	\$0	2	\$18,093	1%	12%
\$3.5k-\$5k	1	7	\$4,609	\$31,036	9	\$49,129	4%	31%
\$2.5k-\$3.5k	0	4	\$0	\$12,463	13	\$61,592	6%	39%
\$1.5k-\$2.5k	8	11	\$14,570	\$19,701	24	\$81,293	12%	52%
\$1k-\$1.5k	12	15	\$14,664	\$17,848	39	\$99,141	19%	63%
\$750-\$1k	16	16	\$14,114	\$13,344	55	\$112,485	27%	72%
\$500-\$750	27	27	\$16,162	\$17,220	82	\$129,705	41%	83%
\$350-\$500	13	22	\$5,457	\$9,256	104	\$138,961	51%	88%
\$250-\$350	35	31	\$10,318	\$9,007	135	\$147,968	67%	94%
\$150-\$250	33	32	\$6,405	\$6,471	167	\$154,439	83%	98%
\$1-\$150	35	35	\$2,372	\$2,667	202	\$157,106	100%	100%
Grand Total	184	202	\$139,839	\$157,106				
	Average Scout Sales		\$ 760	\$ 778				

- **National Average Scout Sales = \$778**
- **27% of Scouts made up 72% of Sales**

sell

sell

sold; selling

transitive verb

to give up (property) to another for something of value (such as money)



\$20 on almost all items?!

Trail's End®

- **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!

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



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

TRAIL'S END PROGRAM - ONLINE

Trail's End®

- Units avg 12-15% in Online sales
- Orders are fulfilled and delivered in *2-5 business days
- Share your custom Scout link on social media or text/email to family and friends



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.



Storefront Best Practices

One Scout and their Parent - Making \$500/hour a Reality!

Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 6-foot table & banner
- Cash box with small bills.
- Scout should use the restroom before shift.
- Place products highest to lowest.
- NEVER put prices on table.

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

Parent Role

- Encourage your Scout to keep asking. No's happen, that's okay!
- Handle table and products setup.
- Stand and thank everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.

Credit Card

NEW

Credit is Best for Scouts

- **Safer, easier & higher sales for Scouts!**
- Trail's End pays all fees!
- Ways to accept credit in App:
 - Square Bluetooth - contactless cards, chip cards, Apple Pay & Google Pay
 - Square Swipers: Lighting (Apple) & Headphone jack (Android)
 - Manual Entry (no reader): type card
 - Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!



Cash to Credit

Convert cash recorded in App.

Rewards: Turn 1 pt for each (cash) dollar collected into 1.25 pts

Parents

- Use their card and keep the cash.
- Available at end of shift (up to 30 minutes after).
- Scouts on that shift earn more Rewards.

Leaders

- Use their card and keep the cash.
- Available after shift until 2:59am ET.
- Scouts on shifts that day earn more Rewards.

Scout Pitch

Trail's End[®]
Scout Fundraising

“Hi, my name is _____ and I’m earning my way
(first name only!)

to _____! Can I count on your support?
(goal for your funds)



My favorite flavor is _____. If you don’t
(pick one!)

have cash, don’t worry, we prefer credit card!”

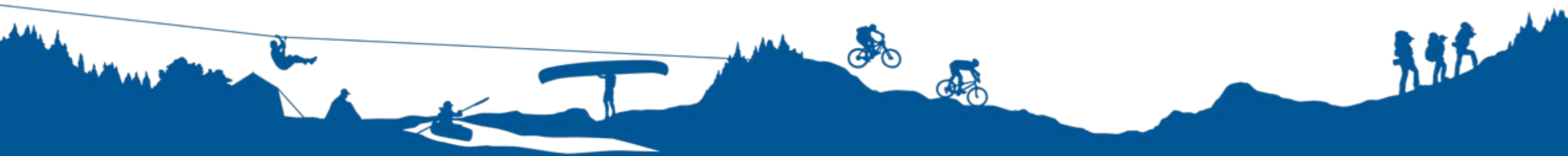
NEVER, NEVER, NEVER
ask customers to buy
popcorn. It’s to support
You!

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



Trail's End®

PRIZE ALERT!!!



TRAIL'S END REWARDS HIGHLIGHTS

Trail's End®

Rewards & Life Skills For Your Scouts

- Earn points and claim e-Gift Cards for adventures, fun, and gear!
 - Credit earns 4x more than Cash
 - +1 bonus point for Heroes and Helpers
- Scouts earn \$0.01 per point—easy to track and calculate
- Every sale builds confidence, communication, and teamwork!



ONLINE SALES

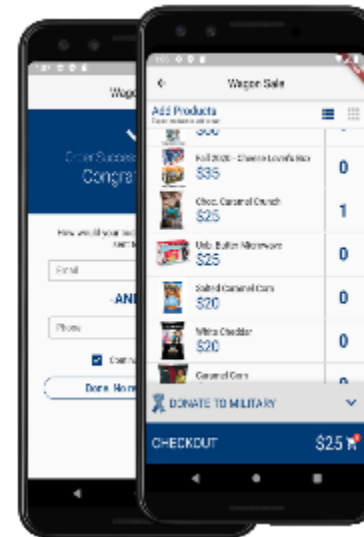
Trail's End
Scout Fundraising

Via the Trail's End App
No Cash or Product Handling
\$65 Average Order Value



SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media.
2. Customers click your link to place online orders.
3. Products ship directly to your customer's home.



DIRECT ORDERS

1. Pick your products.
2. Credit or debit payments only
3. Products ship directly to your customer's home.

TIP: Additionally share your page during online holidays: Amazon Prime Day in July & October*, Black Friday & Cyber Monday

*Subject to Change

Online Best Practices

Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products online.

Customize Page

- Upload a profile picture.
- Write a description - "Tell your customers why they should support Scout fundraising."
- Select your favorite product.

Share

- Share your online fundraising page link with family and friends!
- Use the App to post on social, send emails and texts & generate a QR code.
- Follow-up with customers who have not bought.



MAKE YOUR SALE EASY!

- **Trail's End App for Scouts**

- Text APP to 62771 to download / register
- Record sales (accept credit cards)
- Storefront sign up
- Track goals' progress
- Record deliveries
- Share online sale page
- Claim rewards

- **Unit Leader Portal**

- www.trails-end.com/leader
- Manage all things sale-related
- Mobile-friendly portal via your phone's browser
- When Scouts use the app, Leaders can:
 - Track progress toward goals
 - Inventory monitoring
 - Oversee storefront sign-ups
 - Storefront setups
 - Split sales
 - Manage accounting and more!

TIP: ALL Credit Card Fees Paid by Trail's End when sales recorded via the APP

CREDIT CARDS

- Many consumers prefer credit or debit card transactions
 - “Advise your customers we prefer credit or debit payments”
- Trail's End covers credit card fees for transactions recorded via the APP*
- Earn 1.25 Reward points for every \$1 sold app credit card
- No cash handling for Scouts or Unit Leaders
- Square readers are compatible with the Trail's End App
- Square Bluetooth readers also accept Apple Pay and Google Pay
- ALL Scouts can enter credit cards manually
- Parents pay Wagon Sales cash due by clicking “Pay Now” on the Wagon Sale screen**

**TIP: Recording sales via the Trail's End app is required for credit card fees to be covered (Square app not required)*

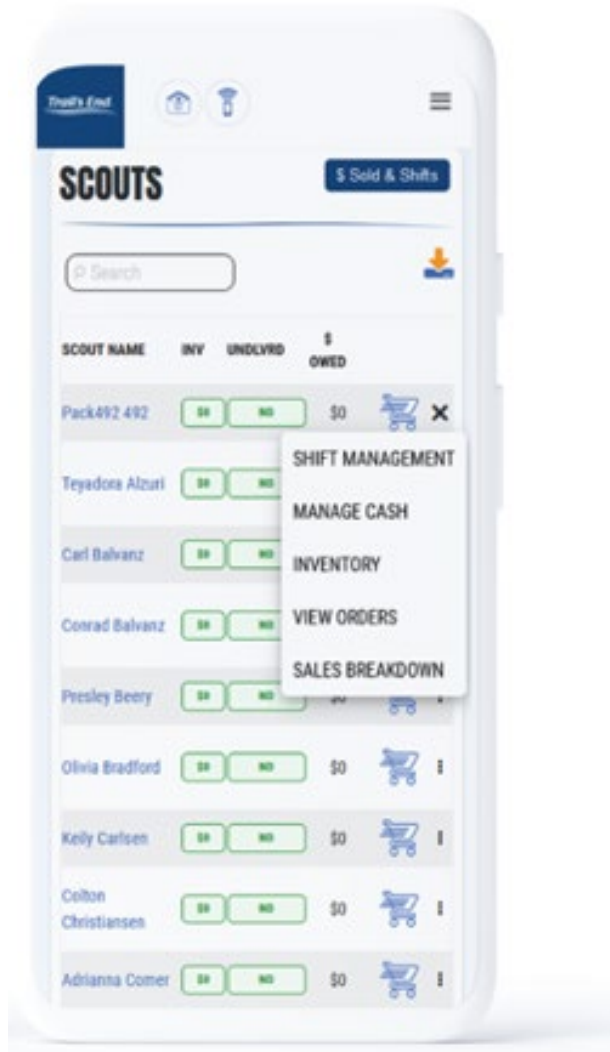
***NOTE: Using Pay Now does not qualify as a credit card sale towards Trail's End rewards points*

A SUCCESSFUL SALE



Leader Portal

Trail's End
Scout Fundraising



Your one-stop-shop for sale management!

- Order Popcorn
- Invite their Scouts to register; manage Scout roster.
- Easily set Unit and Scout goals.
- View real time reporting of sales, inventory and cash management; all in one place.
- Unit-to-Unit product transfers. No Council intervention needed.
- Create, schedule, and manage storefront sites and shifts.

Storefront Settings & Reservations

The **BEST, Most Fair & Highest Selling** split is One Scout and their Parent

Default Settings

- Before reserving, set your split method.
- **One Scout and their Parent is the BEST split!**
 - Scouts are credited for each sale they record.
 - Safest and Scout sales won't go down like other splits.
 - Scouts sell \$244 more than other splits.
 - Units raise \$50 more per hour per Scout.
- Best practice: 2-hour shifts.

Reservations

- Trail's End is reserving the best-selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page
- Best hours will be highlighted

Date (Noon ET)	2023 Unit Sales	Reservations Available Per Unit
July 20	\$20,000	4
July 21	\$15,000	3
July 22	\$10,000	2
July 23	Any Amount	Unlimited

Reservations are 4-6 hours



Scouts accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.



EARN POINTS

App Credit/Debit Card & Online

1.25 pts per \$1 sold
Trail's End pays all transaction fees!

Cash

1 pt per \$1 sold

Parent Pay Now (NEW)

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash

Bonuses

- **Sell \$500/hour per Scout** for any 2 hour storefront shift or longer (July 1 – Dec 15) and earn 0.5 bonus points per \$1 sold. To qualify, Unit must select the “One Scout and their parent per shift” split method.
- **Sell \$250+ online** (July 1 – Aug 31) and earn 100 bonus points.

POINTS	GIFT CARD
17,500+	10% of Points
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

Scout
Rewards

Trail's End®
Scout Fundraising

Trail's End App

Trail's End
Scout Fundraising

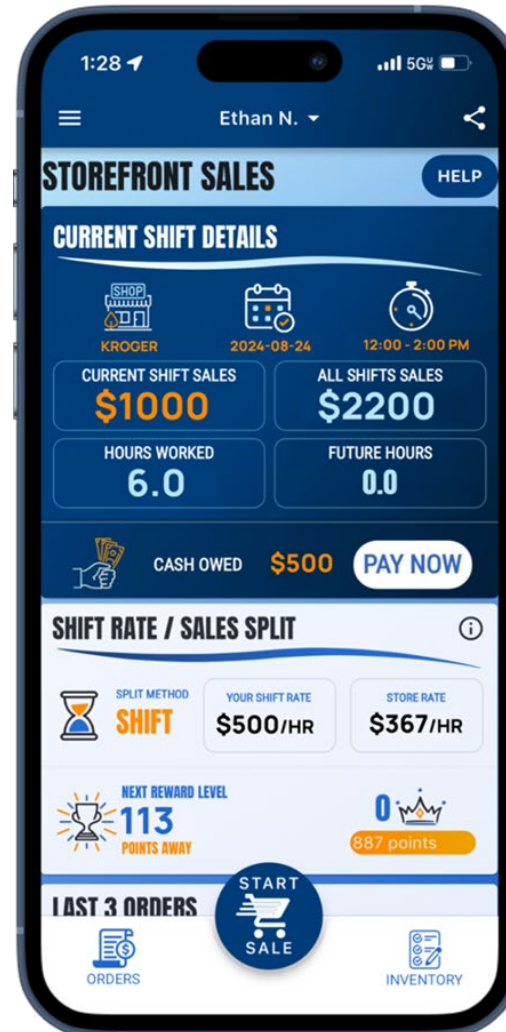
Save Time Managing Your Sale!

Scouts use the App to...

- track and report real-time storefront, wagon and online sales
- accept cash and credit cards
- track inventory by Scout and storefront
- schedule Scouts for storefronts

Free Credit Card Processing

Powered by Square | Paid by Trail's End



Available in Apple and Google Play Stores

New Scouts

Use the Unit's Trail's End Code or their zip code to register.

Families can use one email for multiple accounts.

Returning Scouts

Sign in using 2023 username

Families: click name dropdown at top of screen to switch between accounts in the App

UNIT KICKOFF

Trail's End[®]
Scout Fundraising

Make it fun

- Create excitement with food, games, and prizes

Set Stretch Goals

- Review your program calendar and Unit sales goals
- Assist Scouts to set their individual goals

Get started with the Trail's End App

- Scouts who sold previously use the same account
- New Scouts set up an account
- Each Scout requires their own account

Talk about prizes

- Trail's End Rewards – Amazon Gift Cards
- Council & Unit Incentives

Training

- Role play to train kids how to sell
- Direct Scouts/families to the training resources in the App
- Review key dates

Unit and Scout Support

Trail's End®

Unit Support Team

- 3 specialists - 29 years of Unit Leader experience, incl TE sale leadership
- Onboard and champion new Units
- Retain and grow returning \$10k+ Units
 - IYOS, Scout participation, Storefronts, ordering/inventory, and more!

Youth Support Team

- 2 Scout Moms (of top sellers) - 20 years of TE sale experience
- 1 former Top Selling Scout (\$300k+ career sales) recent College grad
- Retain and grow returning \$1k+ Scouts

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

GET READY TO SELL

Trail's End[®]
Scout Fundraising

Sell More Perfect Your Sales Pitch

- Big smile, make eye contact, introduce yourself, and which pack you are a part of

“Hello, I’m [Your First Name] from [Pack#]”

- Let people know your goals

“I’m earning my way to [adventure or summer camp]”

- Close your sale

“Can I count on your support today?”

- Thank your customer and end your sale

“Thank you, we prefer credit / debit payment”

TIP: Visit the app training section: How to guides, tips, and resources

Look Sharp, Be Prepared

- Always wear your Class A field uniform
- Always speak clearly and say, “Thank you!”
- Download the app and login in advance
- Grow your sales by asking every customer
- Know your products
- Be ready to answer, “What is your favorite flavor and why?”
- Ask the customer for their support of your Scouting activities.
- Tell your customer what being a Scout means to you

Steps

Place Final Order

- Collect undelivered orders from Scouts.
- Go to “Popcorn Orders” page in Leader Portal.
- The system will highlight shortages using App sales and previous Unit orders.

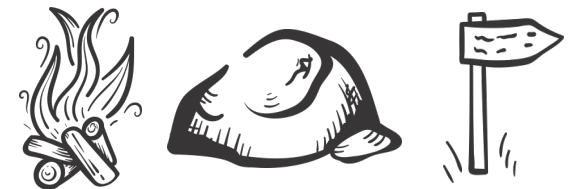


Submit Rewards

- Submit Unit's Rewards order when ready.
- Amazon eGift Cards will release 5 days later for Scouts to claim in App.
- Submit again for Scouts that sell more and earn a bigger eGift Card.

Request Unit Payout

- Go to Account Summary page in Leader Portal.
- Ensure Unit Invoice is paid.
- How to request payout:
 - Enter the Unit's bank account on Unit Info page.
 - Click Request Payout.



TRAIL'S END 2026

TRADITIONAL PRODUCTS

Trail's End[®]
Scout Fundraising

Sweet and Salty
Kettle Corn

\$20



Popping Corn

\$20



White Cheddar
Popcorn

\$20



Unbelievable
Butter Microwave Popcorn

\$25



Salted
Caramel Corn

\$20



**SHOW YOUR SUPPORT
WITH A DONATION TO
AMERICAN HEROES!**

Donation Levels

\$50 **\$30**

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations.

2026 TRAINING & LIVE SUPPORT



UNIT LEADER WEBINARS

Trail's End[®]
Scout Fundraising

Attend Live Moderated Webinars

- Register at www.trails-end.com/webinars
- New & Existing Unit Kernels are encouraged to attend
- Sessions run from July 11 – Sept 9

Training Tab in Unit Leader Portal

- Review recorded webinar videos, separated by topic

2026 Technology Update – Unit Leaders

Trail's End®

- 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

Leader Training

Trail's End[®]
Scout Fundraising

Videos

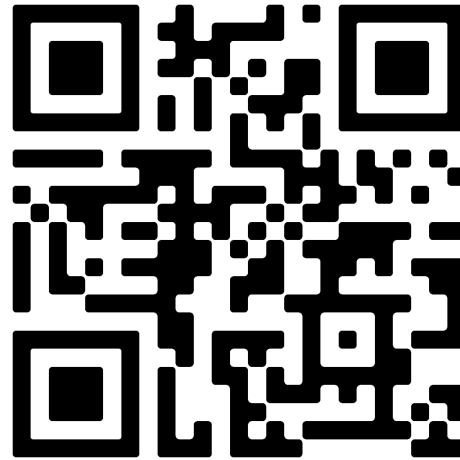
Leader Portal - Training page

Returning Leaders

- What's New?

New Leaders

- Ideal Year of Scouting
- Unit Kickoff & Parent Buy-In
- Leader Portal training
- Storefront Best Practices
- Storefront Reservations & Management
- Managing Inventory



Q&A Webinars

- Please watch the training videos before
- Trail's End experts will stay on and answer every question!

Sale Resources

Leader Portal - Training page

- Leader Guide
- Unit Program Planner
- Scout & Parent Guide
- Banner
- Table Payments Sign
- Scout Pitch



ORDERS & DISTRIBUTION

Trail's End®
Scout Fundraising

Order Due Dates

- *Show N Sell* – **August 10th**
Take Order - **Oct 2nd**

Distribution

- Pick up Order: **August 20th**
- Take Order: **October 2nd**
- Additional Pick Up: **August 26th**

Warehouse Locations:

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

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

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

2026 COUNCIL SALE SPECIFICS



COMMISSION

Trail's End[®]
Scout Fundraising

2026 COMMISSION

30% Commission

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

PRIZE ALERT!!!



KEY DATES

Saturday, July 11th Popcorn Training, (Required for possible 35% commission)
Ben May Library

Monday, AUG. 10th Deadline to submit Unit's Show and Sell order online.

Saturday, AUG. 22 Units pick up popcorn order* (date may change due to Trail's End)

Wednesday, AUG. 26th Units may pick up extra popcorn from Council Service Center as needed, until product is depleted.

Friday, Oct. 2nd Unit's Take Order deadline submission online

Thursday, Oct. 8th Units pick up popcorn order* (date may change due to Trail's End)

Friday, Nov. 20th All payment due to Council by 5pm. Prizes are released from Trail's End when balance owed is \$0.

Monday, Nov. 30th Unit Commission drops to 25%

Monday, Dec. 7th Unit commission drops to 15%

Council's Awards and Prizes

Level Up Club

- Scouts who sell \$1,500 or more will receive 2 complimentary tickets to the senior bowl.



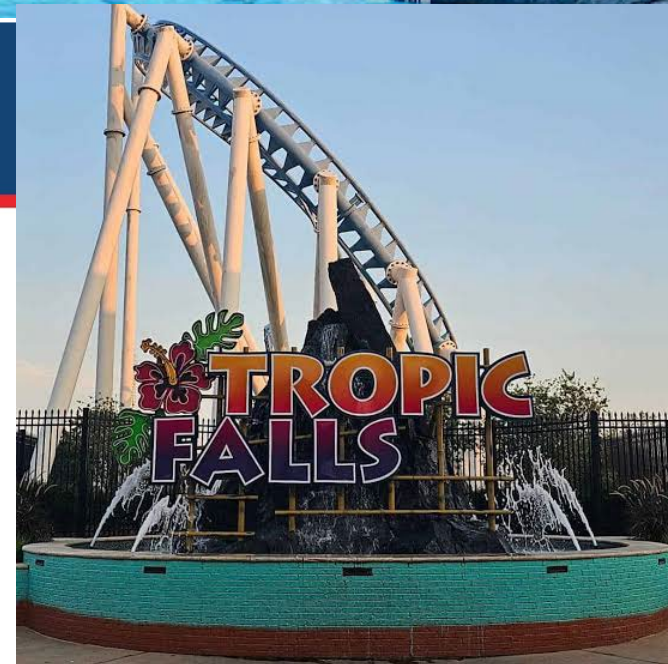
Trail's End®

Council's Awards and Prizes

District Top seller

- Both Baldwin and Fiver River's Top Seller Scout of at least \$11,500 will receive 10 complimentary tickets to OWA Tropic Falls and a \$200 food voucher.

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



Trail's End®



Council's Weekly Drawings

- Sell \$250 by August 31st to be entered to win an \$25 Dave and Busters Voucher (Food, Beverages, or Games!)



Council's Weekly Drawings

- Sell \$500 by September 7th to be entered to win an \$50 Dave and Busters Voucher (Food, Beverages, or Games!)



Council's Weekly Drawings



- **Sell \$750 by September 14th to be entered to win a Family Outdoor Challenge or Express Camp 2027 Complimentary Registration**



Council's Weekly Drawings



- Sell \$1000 by September 21st to be entered to win a Day Camp, Resident Camp or Express Camp **2027** Complimentary Registration and a \$25 Scout Shop Voucher



Dauphin Island Sea Lab



Council's Weekly Drawings

- **Sell \$2000 by September 22nd to be entered to win one complimentary registration to the 2026 Thanksgiving Camp - or a \$150 voucher to the Scout Shop.**

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!

COMMIT YOUR UNIT!

Trail's End[®]
Scout Fundraising



*If you have not registered your
unit for the Popcorn Sale, please
do so today!*

[www.trails-end.com/unit-
registration](http://www.trails-end.com/unit-registration)



Unit Registration

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

Pj Vaught

- Pj.vaught@trails-end.com
- (765)-346-8829

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.



The text "Thank You!" is centered in the middle of the image in a large, white, sans-serif font. The background is a dark blue with a repeating pattern of white line art depicting a forest scene with mountains, trees, tents, and campfires.

Thank You!