



Mobile Area Council 2026



*Popping For Profits, A Tropical Effect*



*2026 Popcorn Leader Guide*

# Popcorn Kernel Job Description

By accepting the invitation to become your unit's Popcorn Kernel, you are ensuring the sale is a success. Your primary responsibilities are to manage all aspects of the sale, clearly communicate sale information to your leaders, parents, and Scouts, and host a dynamic kick off. Training and documents that will help you prepare for a successful sale will be distributed at the Unit Training Meetings, your August Roundtable, and are available on the council website ([scoutingmac.org](http://scoutingmac.org)).

1. Promote the 30% commission plan and attend the July 11th in-person or virtual training meeting for the District Kernels and unit leaders. When you attend the Kickoff and pay on time your unit will receive an additional 5% commission. This will equal a total of 35% commission.

2. Assist in setting up a sales plan for your unit that includes the 3 methods of selling popcorn: Take Order, Show and Sell and Online.

## 3. Successful Sales Tips

- Organize and conduct a successful Unit Popcorn Kick Off
- Communicate the purpose for the sale and timeline to your Scouts and parents.
- Assist in setting unit and per-scout goals based on your activities calendar.
- Distribute sales materials to all Scouts and families.
- Set up Show & Sell locations and dates.
- Assist in distributing popcorn for Show and Sells.

- 4. September/October- Follow-up
  - Inspect, coach, and praise your Scouts

5. November / December Ensure all online popcorn and online prize orders are complete in Trail's End system.

- Distribute Take Order popcorn and collect money from parents.
- All payments due to the council (total sales - unit commission - payment due council) must be submitted by or before November 20th.

# Mobile Area Council Popcorn Prizes 2026

In addition to the prizes offered by Trail's End, the Mobile Area Council is offering:

## Weekly Drawings

To be eligible for weekly drawings, you may email, or hand deliver a printout of your Scout's sales report from your mobile app or a copy of your paper order form. All submissions MUST be in the office before 12:00 noon on the below dates of the drawing.

Email: [Sonya.Seabrook@scouting.org](mailto:Sonya.Seabrook@scouting.org)

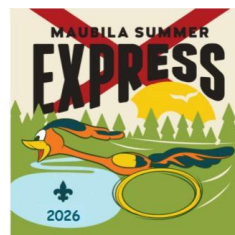
Sell \$250 by August 31st to be entered to win an \$25 Dave & Busters voucher (Food, Beverages, or games!)



Sell \$500 by September 7th to be entered to win an \$50 Dave & Busters voucher (Food, Beverages, or games!) Dave & Busters voucher (Food, Beverages, or games!)



Sell \$750 by September 14th to be entered to win a Family outdoor challenge,, or Express Camp 2027 Complimentary Registration



Sell \$1000 by September 21<sup>st</sup> to be entered to win a Day Camp, Resident camp, or Express Camp 2027 Complimentary Registration and a \$25 Scout Shop Voucher



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.



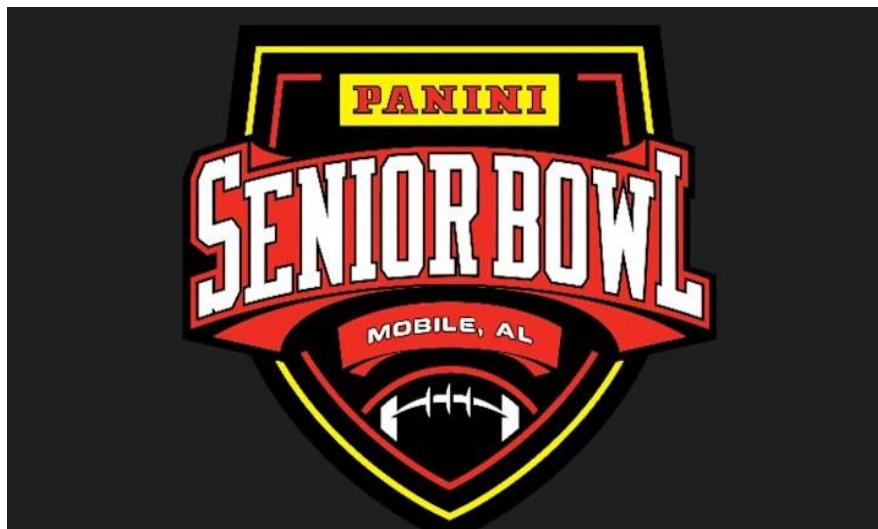
**Dauphin Island Sea Lab**



You DO NOT need to resubmit forms already turned in, unless the Scout has additional sales that qualify them for a higher level. Council will automatically move forms to qualifying levels after each drawing. Make sure you have parent and scout's name and a reliable adult phone number on the submitted form

## Level Up Club

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



## 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.

# 2026 Popcorn Sale Timeline

**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. 22nd** 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%

\*Unit will receive an invoice with orders and payments received.

**\$20**



### White Cheddar

- National #1 seller
- Savory and made with real cheese
- 16.5 cups | 6oz

**\$20**



### Salted Caramel Corn

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

**\$20**



### Kettle Corn

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

**\$20**



### Sea Salt

- Just the right amount of salt
- 3 simple ingredients
- 12.5 cups | 5oz

**\$25**



### Microwave Butter Popcorn

- The right snack for movie night
- 12 microwave bags

A graphic for the Heroes and Helpers campaign. It features a large American flag in the background. In the center, there is a photo of a family (a man, a woman, and two children) standing in front of a house. Overlaid on the photo is a circular logo with the letters 'HH' and a heart. Below the photo, there is a dark blue box with the text '\$250 GIVE BACK TO HEROES AND HELPERS™'. At the bottom, there is a red banner with the text 'SCOUTS EARN MORE REWARDS!'.

## HEROES AND HELPERS™

### Did you know?

Scouts earn the most points through Heroes and Helpers!

#### Heroes and Helpers Rewards Points

Credit & online  
1.75 pts per \$1 sold

Cash  
1.5 pts per \$1 sold



Trail's End provides heartwarming snacks to military personnel and their families, first responders and local food banks, with 70% going back to local Scouting.

*Trail's End.*

# COUNCIL'S Contact Information

**Sonya Seabrook:** Fund Development Specialist and Popcorn Unit's Support

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**Aja Hoyt:** District Assistant

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251-476-4600

**Mary Phillips:** Registrar

[Mary.Phillips@scouting.org](mailto:Mary.Phillips@scouting.org)

251-476-4600

## District Kernels

**Kelly Dunbar:** Baldwin District Kernel

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(251)680-9289

**Charles Harris:** Five Rivers District Kernel

[CharlesHarris2@ccbcu.com](mailto:CharlesHarris2@ccbcu.com)

251-295-1977

**PJ Vaught:** Trails End Rep.

[Pj.vaught@trails-end.com](mailto:Pj.vaught@trails-end.com)

765-346-8829

# Popcorn Order Guide

Use this reference guide for ordering Show & Sell. The cost and amount of pieces per case are listed next to the product.

Remember: Units order Show & Sell inventory by the case; Take Order can be ordered by the individual pieces.

| Product                   | Price/ Pieces per case          | Amount to order |
|---------------------------|---------------------------------|-----------------|
| Sweet & Salty Kettle Corn | \$20/ \$240 (12 bags per case)  |                 |
| White Cheddar             | \$ 20/\$240 (12 bags per case)  |                 |
| Salted Caramel Corn       | \$ 20/\$240 (12 bags per case)  |                 |
| Unbelievable Butter       | \$25/ \$300( 12 boxes per case) |                 |
| Sea Salt popcorn          | \$ 20/ \$240 (12 bags per case) |                 |





**TRAIL'S END/ Online**

**JOIN TE FACEBOOK GROUP**

Text FACEBOOK to 62771 to join

**JOIN TE WEBINARS**

Text WEBINAR to 62771 to register

**VISIT TE WEBSITE**

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

**EMAIL TE:**

[support@trails-end.com](mailto:support@trails-end.com)