



2025

Popcorn Guidebook



2024 TOP SELLING SCOUTS

1. Benjamin C	Pack 194 Bedford	\$6,406.50
2. Cam S	Pack 733 Reading	\$6,149.00
3. Noah C	Pack 8 Dracut	\$5,396.77
4. Noah K	Pack 4 Amesbury	\$5,274.00
5. Sean C	Pack 733 Reading	\$5,026.83
6. Vinny M	Pack 4 Amesbury	\$4,732.67
7. Lucien O	Pack 733 Reading	\$3,577.83
8. Abigail M	Pack 621 Peabody	\$3,336.67
9. William F	Pack 4 Amesbury	\$3,300.00
10. Charlie G	Pack 4 Needham	\$3,237.19

2024 TOP SELLING UNITS

1. Pack 8 Dracut	West Wind	\$46,138.01
2. Pack 4 Amesbury	Northern Light	\$36,492.00
3. Pack 4 Needham	Great Blue Hill	\$31,476.33
4. Pack 42 Quincy	Great Blue Hill	\$26,605.00
5. Pack 733 Reading	Flintlock	\$24,943.00
6. Pack 49 Tewksbury	West Wind	\$21,911.00
7. Pack 11 Marblehead	Great Eastern	\$20,910.10
8. Pack 89 N Andover	Northern Light	\$20,841.75
9. Pack 63 Haverhill	Northern Light	\$18,867.65
10. Pack 6 Quincy	Great Blue Hill	\$18,589.00

TABLE OF CONTENTS

• 2025 Popcorn Key Dates	Pg 4
• 2025 Popcorn Sales Commission Breakdown	Pg 4
• 2025 Trail's End Product Mix	Pg 5
• Product Allergens	Pg 6
• 2025 Kernel Guide	Pg 7
• Trail's End App Info	Pg 8
• 2025 Trail's End Rewards	Pg 8
• Multiple Ways to Sell	Pg 8
• Distribution Vehicle Capacity	Pg 8
• 2025 Council Incentives	Pg 9
• Unit Leader Planner	Pg 10
• Product Delivery, Distribution & Returns	Pg 11



2025 POPCORN KEY DATES

Tuesday, August 12th	Popcorn Kickoff – New England Base Camp, Milton
Thursday, August 14th	Popcorn Kickoff – Base Camp Express, Woburn
Tuesday, August 19th	Popcorn Kickoff – Chelmsford at The Paul Center
Saturday, August 23rd	Initial order due
Thursday, September 4th	Home deliveries to qualifying units
Saturday, September 6th	First delivery
Saturday, October 25th	Returns Due
Saturday, November 1st	Final order due
Saturday, November 15th	Final delivery
December 1st	Sale is over – all prizes are awarded/announced

2025 POPCORN SALES COMMISSION

COMMISSION STRUCTURE	DESCRIPTION	%
Base	Standard Commission for every unit that sells popcorn.	33%
\$5K Bonus	Take-order & Show N' Sell sales over \$5,000	1%
\$10K Bonus	Take-order & Show N' Sell sales over \$10,000	2%
\$16K Bonus	Take-order & Show N' Sell sales over \$16,000	3%
TOTAL		39%
Online Sales	Separate from regular sales commission	35%

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

RESERVATION SCHEDULE

Mon-Fri 3-4 hours
Sat & Sun 6-10 hours

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

*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. 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. 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).

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>

FUND YOUR HIGH ADVENTURE!

BENEFITS OF SELLING

- Earn your way to one of the National High Adventure Bases!
- Cover your bus fare and other transportation costs.
- Fund ALL your adventures and supplies.



GET SIGNED UP!

- Use your phone to scan the QR Code.
- Follow the link to download the app.
- Create an account and get selling online!

HOW IT WORKS

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



REWARDS & COMMISSION

- Collect points to earn Amazon.com Gift cards.
- Earn **1.25 POINTS** per every \$1 sold Online & Credit/Debit.



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.



**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

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



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	
Cash to Credit™ Earn an additional 0.25 point per \$1 converted. Points for Storefront cash converted are split among Scouts working the store that day.	

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

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

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! 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.

COUNCIL INCENTIVES

Popcorn Participation Patch

All Scouts who sell a minimum of one item of popcorn will receive this year's participation patch.

How Scouts Earn the Heroes & Helpers Patch

Last year over \$29,000 in popcorn was purchased to support our local hometown heroes. Customers choose to donate any amount from \$1 to \$250 towards Heroes & Helpers and it is presented to local Heroes in our own communities. This year donations will be going to the VA in West Roxbury and Soldiers Angels Deployed Adoption. Each Scout that collects a minimum of \$50 in Heroes & Helpers donations will receive a special patch to complement their participation patch. For every 5 Scouts that earn the Heroes & Helpers patch, a leader will also earn a Dunkin Donuts gift card.

\$1500 Club

Scouts who sell a minimum of \$1,500 will receive a Top Sellers Club patch and a \$15 gift card for the Scout Shop.

Top 100 Sellers Club

The Top 100 Scouts that sell popcorn in 2025 will be invited to the Dave & Buster's Experience party on January 17, 2026 which includes lunch and a \$20 play card as well as unlimited gaming on all blue games.

Weekly Prizes

Stay tuned to our Facebook page at <https://www.facebook.com/scoutingboston> for our weekly prize announcements. Prizes last year included a Hammock, Mess Kit, and Backpack Cornhole.



UNIT LEADER PLANNER

Step 1: Plan Your Ideal Year's Key Adventures And Expenses

RECOMMENDATION: HAND OUT ONE-PAGER AT UNIT KICKOFF TO SHOW PROGRAM PLAN AND DATES

Step 2: Determine your Unit's expenses, like dues, advancements, Scout's Life, and supplies

UNIT BUDGET FOR THE SCOUTING YEAR

Step 3: Set your Unit's sales goal based on the budget and commission percentage

UNIT SALES GOAL (BUDGET ABOVE DIVIDED BY POPCORN COMMISSION)

Step 4: Estimate Storefront hours needed to meet your goal

BE SURE TO BOOK ENOUGH HOURS TO ACHIEVE YOUR GOALS

WAGON SALES ESTIMATE

ONLINE SALES ESTIMATE

SUBTRACT WAGON & ONLINE ESTIMATE FROM YOUR TOTAL SALES GOAL

DIVIDE RESULT BY AVERAGE STOREFRONT SALES RATE OF \$165 PER HOUR

Step 5: Set individual sales goals

Divide the Unit sales goal by the number of Scouts

WHAT DO SCOUTS GET FOR ACHIEVING THEIR GOAL?

EXAMPLES: UNIT DUES, HANDBOOK, NECKERCHIEF, SLIDE, UNIFORM, SUMMER CAMP

Step 6: Decide on incentives for your Scouts and the Unit

IN ADDITION TO COUNCIL PRIZES AND TRAIL'S END REWARDS, IS YOUR UNIT GOING TO OFFER INCENTIVES TO MOTIVATE YOUR SCOUTS?

SELL \$ AND EARN

SELL \$ AND EARN

SELL \$ AND EARN

Step 7: Plan your Unit's popcorn kickoff event

DATE LOCATION TIME

Step 8: Add Key Dates to Your Unit Calendar

UNIT POPCORN KICKOFF

STOREFRONTS AVAILABLE TO SIGN-UP

STOREFRONT SALES BEGIN

WAGON SALES BEGIN

FINAL ORDERS DUE

CASH COLLECTED DUE TO POPCORN KERNEL

SUBMIT REWARDS

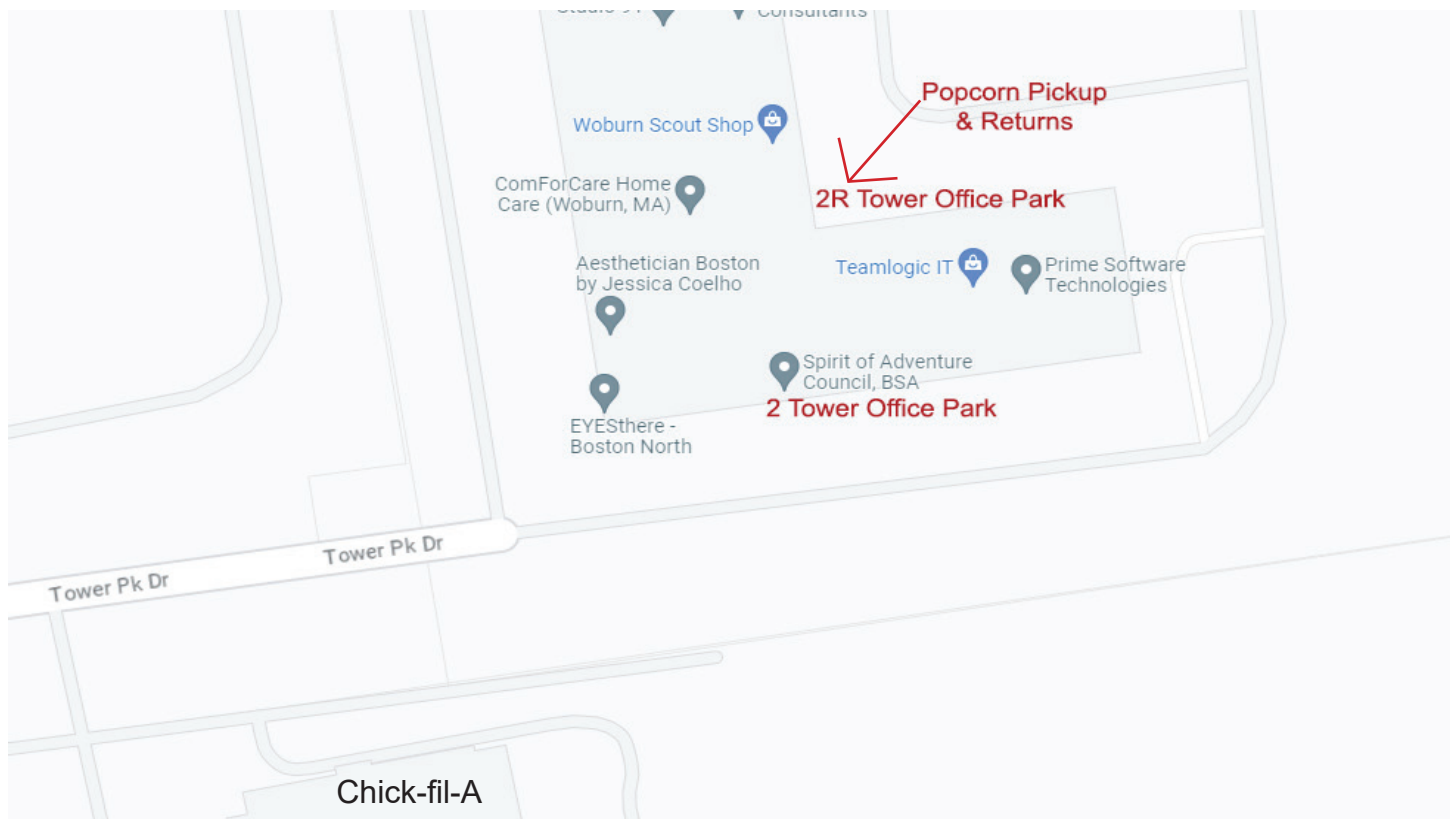
Pro Tip, submit by November 15th to let your Scouts use their e-Gift Cards before Black Friday/Cyber Monday!



PRODUCT DELIVERY, DISTRIBUTION & RETURNS

Popcorn Returns

At the Woburn Service Center, please return any unsold products in their original cases to assist in processing. No damaged or open individual containers will be accepted for returns. Returns due back by October 25th. please schedule a time for returning your unsold popcorn with Angela Rzeszut at Popcorn227@scouting.org.



Popcorn Pick-up

Woburn Service Center
Scout Shop Entrance
2R Tower Office Park
Woburn, MA 01801

Pick-up

1st Order
September 6th

Returns

Show & Sell
October 25th

Pick-up

Take Order
November 15th

GO
SCOUTS
GO!

