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Scouting America
Lincoln Heritage Council

Trail's End®

Wonderful World of Popcorn 2025

SAFETY MOMENT

Always sell with a Buddy.

Wizards travel together to increase sales and keep each other safe..

2025 Top Selling Scouts

Rank	Scout Name	District	Unit Name	Scout Sales
1	Dillon D	Lewis & Clark	Troop 4167	$17,771
2	Benjamin B	Seneca	Troop 0380	$15,522
3	Timothy F	Seneca	Troop 0380	$15,143
4	Colt A	Seneca	Pack 0470	$12,200
5	Eric H	Seneca	Troop 0008	$10,316
6	Kristian R	Great Meadows	Troop 3013	$6,067
7	Oliver P	Wapiti	Pack 1555	$5,827
8	Evelyn M	Seneca	Pack 0470	$5,694
9	Abby C	Seneca	Pack 0470	$5,325
10	Tucker S	Seneca	Pack 0470	$5,161

2025 Top Selling Units

Rank	Unit Name	District	Unit Total Sales
1	Troop 0380	Seneca	$52,600
2	Pack 0470	Seneca	$43,595
3	Troop 3013	Great Meadows	$31,508
4	Troop 4167	Lewis & Clark	$23,565
5	Pack 1705	Wapiti	$21,233
6	Pack 1555	Wapiti	$20,732
7	Pack 0380	Seneca	$20,030
8	Troop 0366	Buffalo Trails	$20,000
9	Pack 0308	Seneca	$18,867
10	Troop 0008	Seneca	$18,165

What are we selling?

SCOUTING

Not Expensive Popcorn – Popcorn is a thank you for their support!

COMMUNITY SERVICE

The longer a scout is active the more they help their community through Scouting for Food and other good turn projects!

ADVENTURE

The more we raise the more adventures we can have!

FUTURE LEADERS

Scouts learn to set a goal and then work to achieve it.

DOOR
PRIZE

IDEAL YEAR OF SCOUTING

PLAN YOUR PROGRAM

BUDGET

CALENDAR

SET GOALS

RAISE THE MONEY

ENJOY THE YEAR!!!!

BEST PRACTICES

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®

2025 POPCORN CALENDAR

August 8
1st Order Due

August 20 - 22
1st Order Delivery & Distribution

September 12
2nd Order Due

September 23 - 25
2nd Order Delivery & Distribution

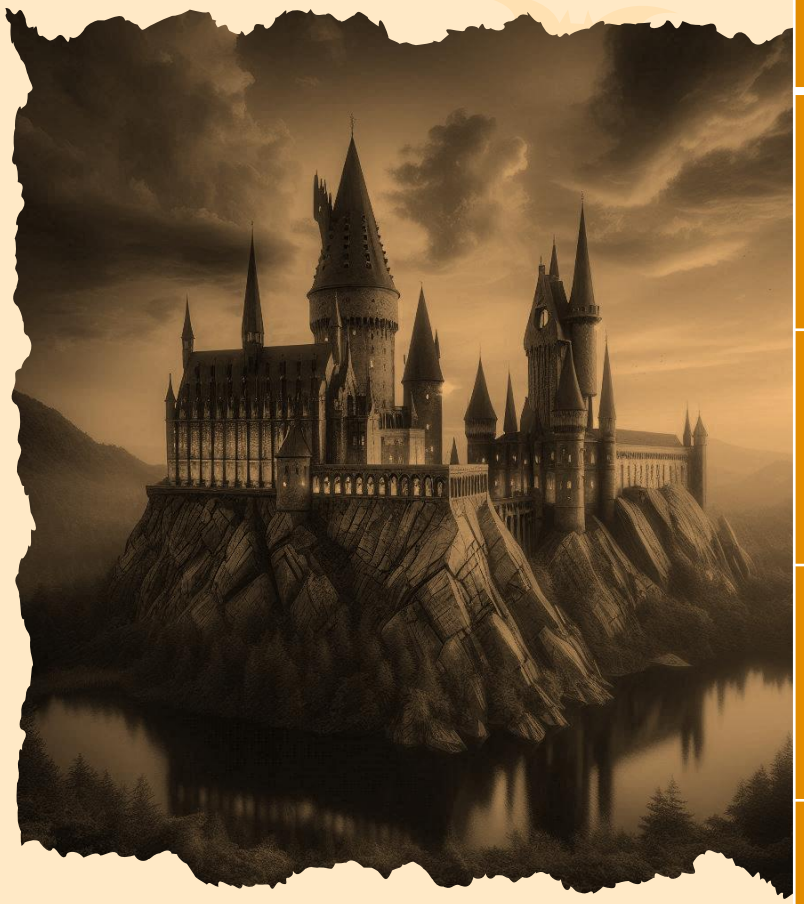
October 17
3rd Order Due
Final Day for Full-Case Returns

October 29
3rd Order Delivery & Distribution

November 14
Sale Ends & Final Payments Due

December 6
Spin to Win Event

Commission



Base Commission	34%
Commit to Sell, Attend Kickoff, Submit Order by August 8th.	+2%
Tier 1 – Sell $10,000 - $19,999 or 15% increase in sales over last year.	+3%
Tier 2 – Sell $20,000 or 25% increase over last year.	+3%
Total Potential Commission	42%

Scout Incentives – The Sorcerers Club

As your scouts sell this year, they can earn extra prizes by hitting sales goal. Who will start as a 1st year and make it all the way to a 5th year. In 2024 we had 5 scouts sell over $10,000!

1st Year Club – Sell one product through the app and get a themed patch.

2nd Year Club – Sell $500 and get an LED Flying Ring.

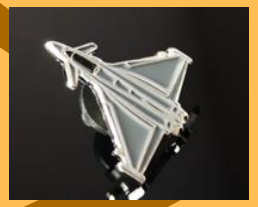
3rd Year Club – Sell $2,500 and get an invite to our end of sale Spin To Win Party!
(1 spin for every $2,500 in sales).

4th Year Club – Sell $5,000 and get a $150 Visa Gift Card.

5th Year Club – Sell $10,000 and get your choice of one of the following:

- GoPro HERO13 – Waterproof Action Camera, GoPro HERO13
- PlayStation 5 Digital Edition, PlayStation 5
- $500 gift card toward Gaming Computer, Gaming Computer

HEROES and HELPERS



$50

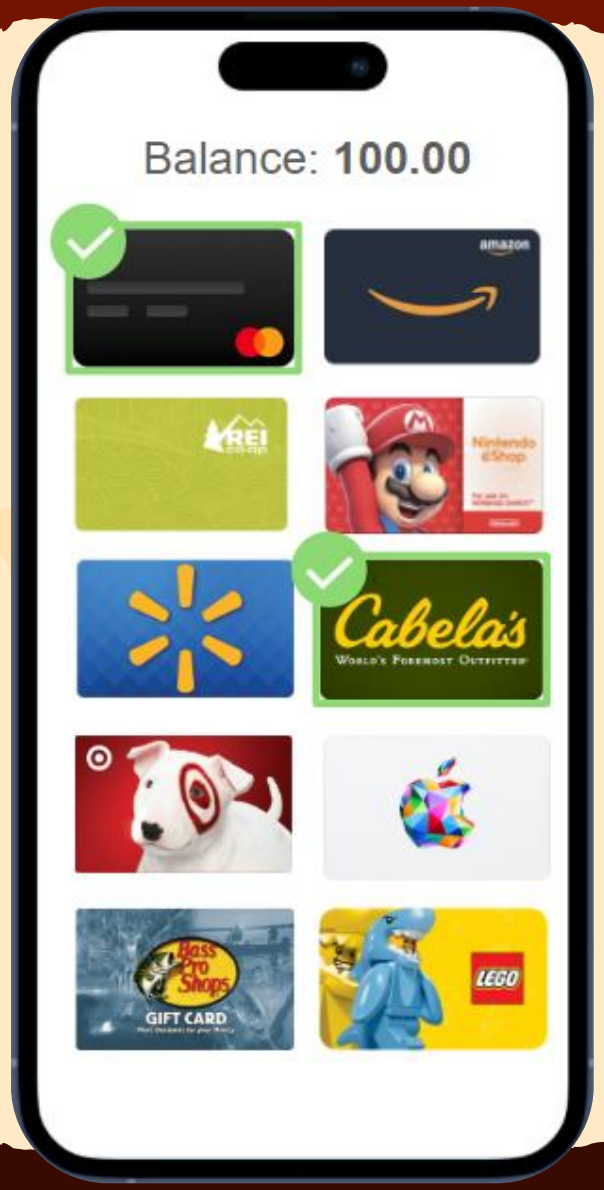
$50

Each Scout who sells or cocllects at least $50 toward Heroes & Helpers will receive an aircraft carrier patch.

For every additional $50 towards Heroes & Helpers, Scouts will earn a lapel pin style aircraft to add to their carrier patch.

Scout Rewards

Trail's End®



- 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!

DOOR
PRIZE

2025 PRODUCT LINEUP

WHITE CHEDDAR POPCORN

$20

SALTED CARAMEL CORN

$20

SWEET & SALTY KETTLE CORN

$20

POPPING CORN

$20

MICROWAVE BUTTER POPCORN

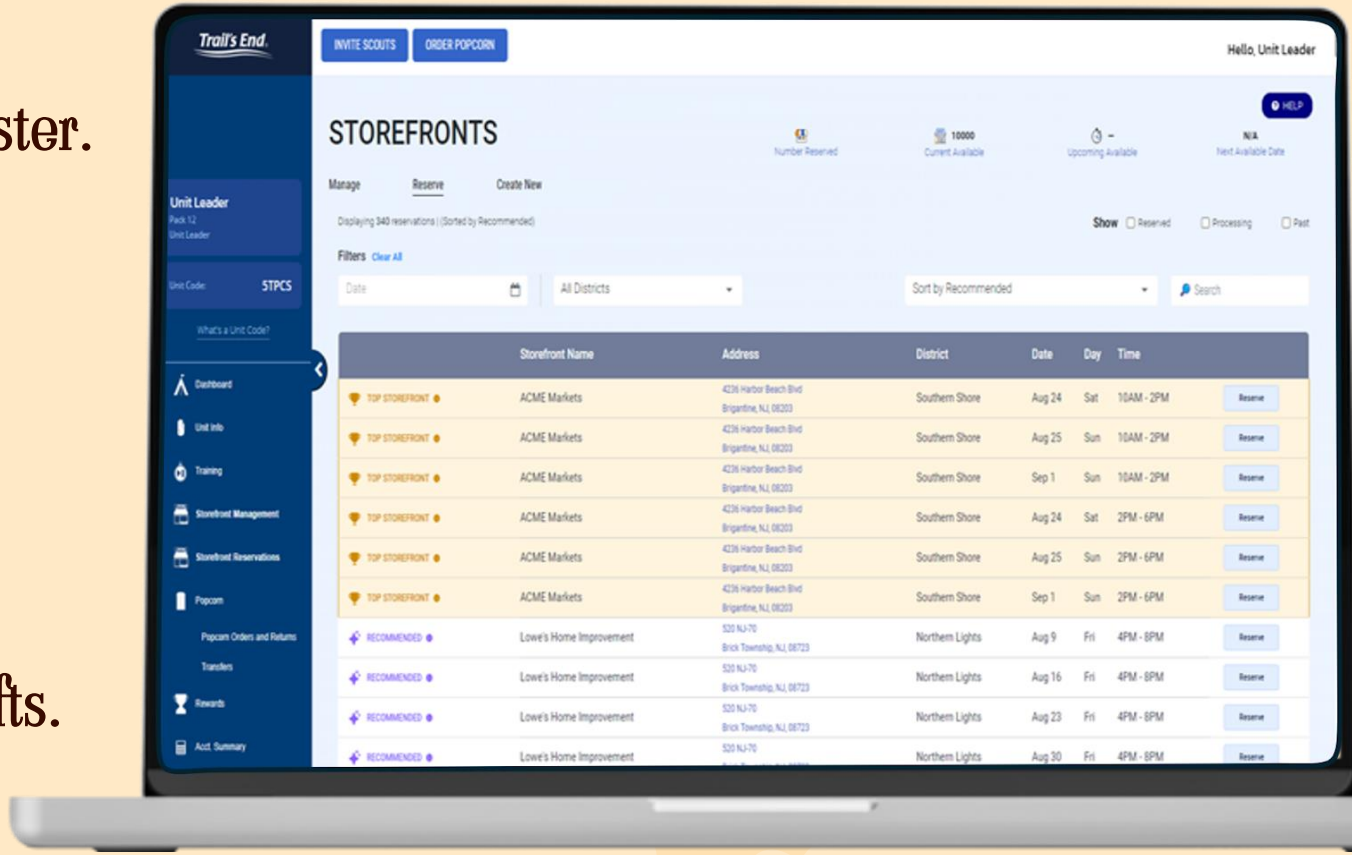
$25

CHOCOLATEY PRETZELS

$30

Trails End Technology

- 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
- Schedule and manage storefront sites and shifts.



Trail's End®

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2025 STOREFRONTS™

670,000 HOURS AT 7,000+ LOCATIONS WILL BE AVAILABLE FOR ALL UNITS!

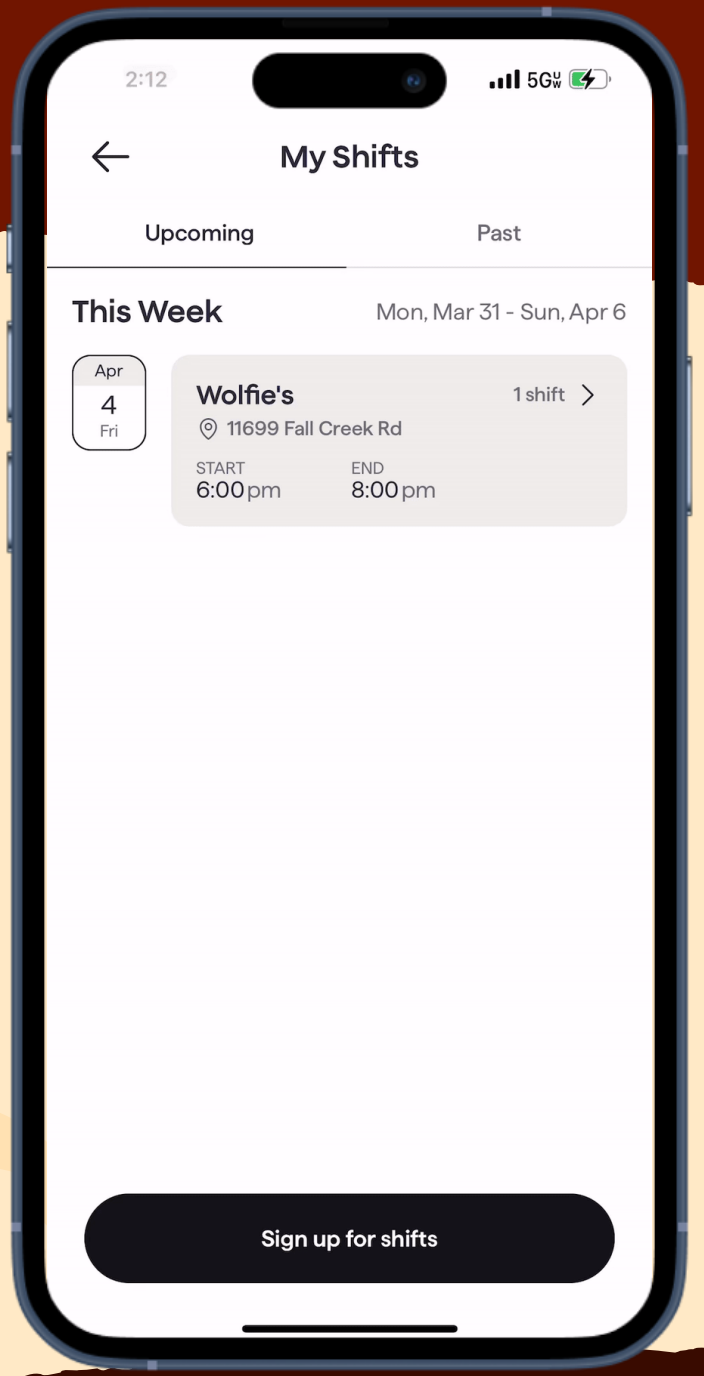
Every hour will have $300 potential based on foot traffic and trained Scouts!

- 860,000 total booked hours by Trail's End:
  - 670,000 available for all Units!
  - 190,000 hours pre-assigned to VIP units ($20k+).
  - All units reserve earlier this year on 2nd day.

RESERVATION SCHEDULE

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

PROVIDING MORE FUNDRAISING OPPORTUNITIES FOR ALL UNITS AND SCOUTS!



DOOR
PRIZE

Tips From Our Experts

Plan for success/Unit Goals	Chad, Pack 1555
Unit Kickoff	Sharon, Troop 380
Storefronts – Setting up & Supporting	Sharon, Troop 380

DOOR
PRIZE

QUESTIONS AND WHATS NEXT

SET YOUR UNIT GOAL

(use the ideal year of scouting)

ORDER YOUR POPCORN

(first order is due August 8th)

BOOK YOUR STOREFRONT LOCATIONS

SCHEDULE A UNIT KICKOFF

(share goal, create excitement, train your scouts)

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Ridiculu neque dictum sapien nascetur solor vehicu.

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