

2025 Popcorn Leader's Guide

Everything Wizards need to know about the 2025 Popcorn Sale



Scouting  **America**
Lincoln Heritage Council

2024 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

2024 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

2025 POPCORN CALENDAR

Thursday, July 24	Council-wide Popcorn Kickoff
Friday, August 8	Unit Order #1 Due by Midnight (EDT)
Wednesday, August 20 – 22	Unit Order #1 Delivery/Distribution
Friday, September 12 – 14	Council Blitz Weekend #1
Friday, September 12	Unit Order #2 Due by Midnight (EDT)
Friday, September 23 – 25	Unit Order #2 Delivery/Distribution
Friday, October 10 – 12	Council Blitz Weekend #2
Friday, October 17	Final Day for Full-Case Return
Friday, October 17	Unit Order #3 Due by Midnight (EDT)
Friday, October 29	Unit Order #3 Delivery/Distribution
Friday, November 14	Sale Ends & Final Payments Due
Saturday, December 6	Council Spin to Win Event

2025 POPCORN SALE COMMISSION

Base Commission	34%
Commit to Sell, Attend Kickoff, Submit Order by August 8	+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%

THE SORCERER'S CLUB (Prizes and More)

Scouts can earn extra prizes by hitting sales goals this year. Who will start as a 1st year and make it all the way to a 5th year?

5 scouts sold over \$10,000 in the 2024 sale!

- 1st Year Club** Sell one product using the Trail's End app and receive this year's themed popcorn patch
- 2nd Year Club** Sell \$500 and receive a \$20 gift card
- 3rd Year Club** Sell \$2,500 and receive an invitation to the end of sale Spin to Win Party (1 spin for every \$2,500 in sales)
- 4th Year Club** Sell \$5,000 and receive a \$150 Visa Gift Card
- 5th Year Club** Sell \$10,000 and receive your choice of one of the following:
- [GoPro HERO 13](#) Waterproof Action Camera
 - [PlayStation 5](#) Digital Edition
 - \$500 gift card toward a [gaming computer](#)



POPCORN HELPS YOUR SCOUTS

Become Goal Setters

Learn Money Management

Become Decision Makers

Learn People Skills

Become Future Entrepreneurs

Develop Business Ethics

Benefits for Scouts...

- Over 73% supports local Scouts*.
- Personal growth program with direct correlations to rank advancement and merit badges.
- Earn points that can be redeemed for amazing gift cards (millions of prize choices - Scouts buy what they want).

Scouts Learn

- How to help others around them
- How to earn their own way in Scouting
- How to be part of something bigger
- The value of hard work

*Average return to local councils, units, and Scouts based on all Trail's End product sales.

WHAT POPCORN CAN DO FOR YOUR UNIT

Highest Profit Return — Over 73% returned to Local Scouting*

- You can earn enough money to fund your unit's Scouting program for the entire year!
- The council uses part of the proceeds for camping programs, leader training, camporees, etc.

*Average return to local councils, units and Scouts based on all Trail's End product sales.

Turn-Key Program

- All sales tools provided for success: Trail's End App, Trail's End Rewards, Trail's End Facebook Communities, online selling platform, marketing collateral, training videos, and credit card fees paid by Trail's End.

Supports Local Council & Camps

- Helps provide support for our local camps (Crooked Creek, Pfeffer, and Tunnel Mill).
- Helps keep local council registration and program fees down.
- Supports camperships and financial assistance for those in need.

Recruitment

- Recruit a Scout is a new feature in the Trail's End App where Scouts in your unit can collect contact information from families interested in joining Scouting while selling popcorn. When the form is completed, an e-mail is triggered to the leader of the unit and your council.
- It's an impactful program that's attractive to Scout families and helps you gain membership!

UNIT CHAIR "Unit Popcorn Prefect"

Job Title: Unit Popcorn Chair or “Unit Popcorn Prefect”

Position Concept: To provide leadership to the unit popcorn sale

Principal responsibilities:

- Attend the Popcorn Kickoff (Team Training/Orientation) on July 24th.
- Work with your unit committee to develop a unit sales goal.
- Decide what sales methods your unit will participate in (Show & Sell, Take Order, Online).
- Manage the collection of popcorn for your unit. Be on time per the calendar.
- Follow the 2025 Popcorn Dates and Schedule for Unit Leaders.
- Prepare handouts for your unit’s popcorn kick-off meeting for leaders, Scouts, and parents.

Handouts could include:

- Timeline showing sales dates, date orders are due, time and place for pick-up.
 - Unit goal and per-Scout sales goal.
 - Parent letter to explain the importance of the sale to parents and what it means for your unit and your Scouts.
 - Order forms, prize flyer, and money envelope.
- Hold a unit popcorn kick-off and disperse paperwork to leaders, parents & Scouts. Discuss goals, sales techniques, money collection safety suggestions, and key dates. **Build excitement around the sale!**
- Submit your unit’s popcorn orders on time:
 - 1st Popcorn Order Due on 8/8/2025 by midnight (EDT).
 - 2nd Popcorn Order Due on 9/12/2025 by midnight (EDT).
 - 3rd Popcorn Order Due on 10/17/2025 midnight (EDT).
- Establish a system for checking out/in popcorn to your Scouts and for Show & Sell booth sales.
- Make a plan to pick up popcorn at the scheduled time and day at the pickup site. Make sure to bring enough large vehicles to accommodate your order.
- Collect and tally money & unsold popcorn for unit (if necessary, return popcorn by deadline to the council office).
- Make sure unit is all settled with final payments by November 14th along with any prize and Heroes and Helpers forms.

2025 HEROES & HELPERS

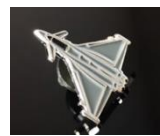
- Each Scout who sells or collects at least \$50 towards Heroes & Helpers will receive an aircraft carrier patch (must be recorded in the Trail's End app).
- For every additional \$50 towards Heroes & Helpers, Scouts will earn a lapel pin style aircraft to add to their carrier patch.



\$50



\$50



\$50

ORDERING POPCORN & DISTRIBUTION

Placing Orders

Step 1: Login at www.trails-end.com

Step 2: Click the “Popcorn Orders” button at the top of the page or go to the “Popcorn Orders” tab and select “Create New Order”.

Step 3: Enter the quantities that you wish to order in the adjustment column.

Step 4: Click SUBMIT when you are finished with your order.

Step 5: You will receive an order confirmation to your email address once your order is approved by the council.

Pro Tip: Contact support@trails-end.com if you do not know your password.

Pro Tip: Use the “Recommended Order” Trail’s End offers as a guide on what to order.













Getting Your Popcorn

August 20–22nd 1st Order Delivery & Distribution
Locations & Times will vary per district.

September 23-25th 2nd Order Delivery & Distribution
Locations & Times will vary per district.

October 29th 3rd Order Delivery & Distribution
Council Office

- On-site product sorting may be required depending on warehouse space and volunteers available. Be prepared to count and load your order as volunteers on-site are limited.
- Those picking up the popcorn will sign a packing slip and take ownership of the product on the unit’s behalf.

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

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

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



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



- Scouting America logo
- Highlighting future leaders
- Over 70% stays local!
- Scouts in action
- Weaver Statement
- QR Code to purchase additional online products
- Nationally Licensed & highlighting BeAScout.org



*Each Council designates products and pricing for their Units to sell each year.
 **Average return to local Councils, Units and Kids based on all Trail's End product sales. Individual results may vary.
 Nutritional information & Ingredients available on back of packaging. Contact us at support@trails-end.com/support/home with questions.

Trail's End®

2025 SCOUT REWARDS

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.



2025 SCOUT & PARENT GUIDE

PREP

Trail's End App

New Scouts: download & register

- Use your zip code or Trail's End Unit Code

- Families can use the same email for multiple accounts, but each Scout needs their own account

Returning Scouts: download or update, and use your 2024 username

Families: login to all Scout accounts and easily switch accounts by tapping the arrows at the top of the app dashboard



<https://qrco.de/trails-end>

Explore the App

- Set your goal on the dashboard
- Customize your online fundraising page
- Sign-up for storefront shifts
 - View site instructions for store / setup details
- Watch storefront videos on Training page

Practice Your Sales Pitch

"Hi, my name is _____ (first name only!) and I'm earning my way to _____ (goal for your funds)! Can I count on your support?"

My favorite flavor is _____ (pick one!). If you don't have cash, don't worry, we prefer credit card!"

Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. If you cannot remember your sales pitch, say, "Will you help me go to Camp?" Even if the customer says no, always say, "Thank you" and "Have a good day."

Sales Tips

- Follow the Guide to Safe Scouting at all times
- Make a list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your field uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support



<https://www.facebook.com/groups/TEScoutParents>

Storefronts™

- Thank store managers & employees for supporting Scouting!
- Setup table near exit door, or where specified by store
- Enhance the shoppers' experience; do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Leave No Trace!

My Leader: _____

Phone / Email: _____

For more information, visit our FAQs →



<https://support.trails-end.com>

SELL

Best Practices

- Record all sales in app, including donations
- Heroes and Helpers™: your customers can send products to military troops, first responders & food banks, while still supporting you!
- Follow-up with online customers who have not supported
- Set goal in the app & track your progress

Sales Methods

- Storefronts: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text; products will be ship to them.
- Scout Sales: sell to family & friends in person

Rewards

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



- New eGift Cards*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Heroes and Helpers: 1.75 pts (credit & online), 1.5 pts (cash)
- Credit & Online: 1.25 pts
- Cash: 1 pt
 - Each sale only accrues points in the applicable category above in which it will earn the most points
- Cash to Credit™: receive additional 0.25 points for every cash dollar converted to credit
 - Points for Storefront cash converted are split among Scouts working the store that day
- Scan QR code flyer to view storefront & online bonuses!

<https://wh-wf-training.s3.amazonaws.com/2025%20Scout%20Rewards.pdf>

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 needed
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually or share orders with customers to checkout on their device

WRAP UP

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank customers
- Claim Rewards
- Choose the prizes you want with your eGift Card

Enjoy your Scouting year!

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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 on Thursdays 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

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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>

POPCORN CHECKLIST

- ☐ Register for the popcorn sale at www.trails-end.com/unit-registration.
- ☐ Sign up for a Trail's End Webinar and join the Trail's End Facebook group.
- ☐ Attend the district and/or council's Popcorn Kickoff event on July 24th and build your popcorn team.
- ☐ Complete your unit's program plan for the year. Get the Scouts' input to have an "Ideal Year of Scouting."
- ☐ Set your budget goal by calculating the costs of doing all the activities in your unit's program plan.
- ☐ Calculate the amount of popcorn you need to sell to meet your budget need: $\text{Budget} / \# \text{ of Scouts} = \text{Cost per Scout}$.
- ☐ Break the goal down to an individual Scout (family) goal: $\text{Cost Per Scout} / \text{Commission} = \text{Sales Per Scout}$.
- ☐ Add important popcorn deadlines to your unit's calendar (example: Popcorn Order Due Dates).
- ☐ Schedule and plan out your unit's popcorn kickoff, often the first gathering of the new program year. Make it a fun event; have food, snacks, games, door prizes, etc.
- ☐ Do a virtual kickoff with games and online prizes.
- ☐ Determine the best incentives for your unit that are above and beyond the council's prize program: top-seller prize, pizza party for top-selling den/patrol, gift cards for high sales amount, etc.
- ☐ Create a communication plan to reach all Scouting families.
- ☐ Highlight all the program activities the unit is planning on participating in.
- ☐ Provide information on the sales goal per Scout so there are "no out-of-pocket expenses."
- ☐ Determine the best method of communication (email, phone calls, social media, video chats, etc.).
- ☐ Decide how often you plan to send out communication pieces.
- ☐ Provide selling instructions, how to download the app, key dates for pickup, payment, rewards, and who to contact with questions.
- ☐ Start selling early (July & August). Start with Online and Take Order.
- ☐ Direct Scout families to www.trails-end.com for additional information about online selling and additional selling tips.
- ☐ Text APP to 62771 to download the Trail's End App.
- ☐ Encourage all Scouts to also go door-to-door with a parent. Two out of three customers will buy when asked.
- ☐ Set up a sale territory for the Scouts. Less than 20% of all households have been asked to purchase popcorn.
- ☐ Have a parent(s) take the Trail's End App or order form to work.
- ☐ Secure your storefront location(s) several weeks in advance (if applicable).
- ☐ Set up a schedule for Scouts to sign up for shifts through the Trail's End App. One Scout per two-hour block is ideal.
- ☐ Remember the rules of two deep leadership, during all Scouting activities.
- ☐ Coordinate assistance to pick up popcorn at the designated warehouse.
- ☐ Distribute popcorn to Scouts and ensure deliveries are made to customers.
- ☐ Collect money from Scout families. Parents can also pay via card in the Trail's End App. Checks should be made out to your unit (i.e. Pack 100), not the council.
- ☐ Pay council invoice(s).

POPCORN PROFESSORS

District/SA/Council	Name	Phone	Email
Buffalo Trails	Abbey Ottman	502-594-0857	abbeyinaction@gmail.com
Four Rivers	AJ Richison	618-638-3798	andrew.richison@yahoo.com
Great Meadows	Brandon Towery	270-871 - 0035	batowery.scouting@gmail.com
Lewis and Clark:	Matt Drexler	502 376-0484	Matt@hawkeyesecurity.us
Lincoln Trail	Phillip Navarrettee	270 348-3608	pspsgn@gmail.com
Seneca:	Yvette Ramirez	770-289-4769	dancing_doc@hotmail.com
Wapiti	Angela Crump	270-576-3020	angela.crump@Sheridan.com
Wapiti	Chad Pageau	270-996-7803	c.m.pageau@gmail.com
Council Staff	Matt Nash	502-643-0928	matt.nash@scouting.org
Council Staff	Shannon Smith	502-361-2624	shannon.smith@scouting.org

NOTES AND LINKS

Register to Sell



Trails End FB
Community Page



LHC Popcorn Website

