

2026 BUILD YOUR ADVENTURE

ONE SALE AT A TIME!

★ 2026 POPCORN SALE ★



SCOUTING
ADVENTURES
AHEAD!



YOUR POPCORN SALE



BUILDS ADVENTURES



BUILDS LEADERS



BUILDS TOMORROW



SAFETY FIRST



2025 Top Master Builders

<i>Rank</i>	<i>Scout Name</i>	<i>District</i>	<i>Unit</i>	<i>Scout Sales</i>
<i>1</i>	<i>Dillon D</i>	<i>Lewis & Clark</i>	<i>Troop 4167</i>	<i>\$13,720</i>
<i>2</i>	<i>Timothy F</i>	<i>Seneca</i>	<i>Troop 0380</i>	<i>\$10,313</i>
<i>3</i>	<i>Benjamin B</i>	<i>Seneca</i>	<i>Troop 0380</i>	<i>\$10,248</i>
<i>4</i>	<i>Eric H</i>	<i>Seneca</i>	<i>Troop 0008</i>	<i>\$10,027</i>
<i>5</i>	<i>Elaine C</i>	<i>Buffalo Trails</i>	<i>Troop 0209</i>	<i>\$6,090</i>
<i>6</i>	<i>Kristian R</i>	<i>Great Meadows</i>	<i>Troop 3013</i>	<i>\$6,057</i>
<i>7</i>	<i>Evelyn M</i>	<i>Seneca</i>	<i>Pack 0470</i>	<i>\$6,024</i>
<i>8</i>	<i>Oliver P</i>	<i>Wapiti</i>	<i>Pack 1555</i>	<i>\$5,960</i>
<i>9</i>	<i>Jimmy G</i>	<i>Buffalo Trails</i>	<i>Troop 0366</i>	<i>\$5,860</i>
<i>10</i>	<i>Brandt D</i>	<i>Seneca</i>	<i>Troop 0380</i>	<i>\$5,519</i>

2025 Top Build Crews

<i>Rank</i>	<i>Unit</i>	<i>District</i>	<i>Unit Total Sales</i>
<i>1</i>	<i>Troop 0380</i>	<i>Seneca</i>	<i>\$53,106</i>
<i>2</i>	<i>Pack 0470</i>	<i>Seneca</i>	<i>\$51,339</i>
<i>3</i>	<i>Troop 3013</i>	<i>Great Meadows</i>	<i>\$29,001</i>
<i>4</i>	<i>Pack 0155</i>	<i>Lincoln Trail</i>	<i>\$28,185</i>
<i>5</i>	<i>Troop 0366</i>	<i>Buffalo Trails</i>	<i>\$24,505</i>
<i>6</i>	<i>Pack 1555</i>	<i>Wapiti</i>	<i>\$23,602</i>
<i>7</i>	<i>Pack 0308</i>	<i>Seneca</i>	<i>\$23,066</i>
<i>8</i>	<i>Pack 2020</i>	<i>Four Rivers</i>	<i>\$22,931</i>
<i>9</i>	<i>Troop 0008</i>	<i>Seneca</i>	<i>\$22,113</i>
<i>10</i>	<i>Pack 0346</i>	<i>Buffalo Trails</i>	<i>\$21,858</i>

What are we Selling?



Scouting

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



Future Leaders

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



Adventure

The more we raise the
more adventures we
can have!



Community Service

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



BUILD YOUR **IDEAL YEAR** OF SCOUTING!

★ PLAN. BUDGET. MOTIVATE. ACHIEVE! ★

1



SET YOUR GOAL

Plan your unit's Ideal Year of Scouting

2



BUDGET

Decide what your program will achieve this year

3



CREATE YOUR PLAN

Map out events, activities and adventures

4



MOTIVATE YOUR GROUP

Rally your Scouts, families and community to reach your goal!

5



ACHIEVE YOUR GOAL

Fund the fun, build character, and make memories that last a lifetime!



2026 POPCORN ADVENTURE TIMELINE

1

**THURSDAY
JULY 23**

Council Wide
Popcorn Kickoff
on ZOOM



2

**FRIDAY
AUGUST 7**

Unit Order #1
Due by
Midnight (EDT)



3

**AUGUST
19 - 21**

Unit Order #1
Delivery/
Distribution



4

**SEPTEMBER
11 - 13**

Council
Blitz Weekend #1



5

**FRIDAY
SEPTEMBER 11**

Unit Order #2
Due by
Midnight (EDT)



6

**SEPTEMBER
23 - 25**

Unit Order #2
Delivery/
Distribution



7

**OCTOBER
2 - 4**

Council
Blitz Weekend #2



8

**FRIDAY
OCTOBER 16**

Final Day for
Full-Case
Return



9

**OCTOBER
16 - 18**

Council
Blitz Weekend #3



10

**FRIDAY
OCTOBER 23**

Unit Order #3
Due by
Midnight (EDT)



11

**FRIDAY
OCTOBER 23**

Unit Order #3
Delivery/
Distribution



12

**FRIDAY
NOVEMBER 13**

Sale Ends &
Final Payments
Due



13

**SATURDAY
NOVEMBER 21**

Council
Spin to Win
Event



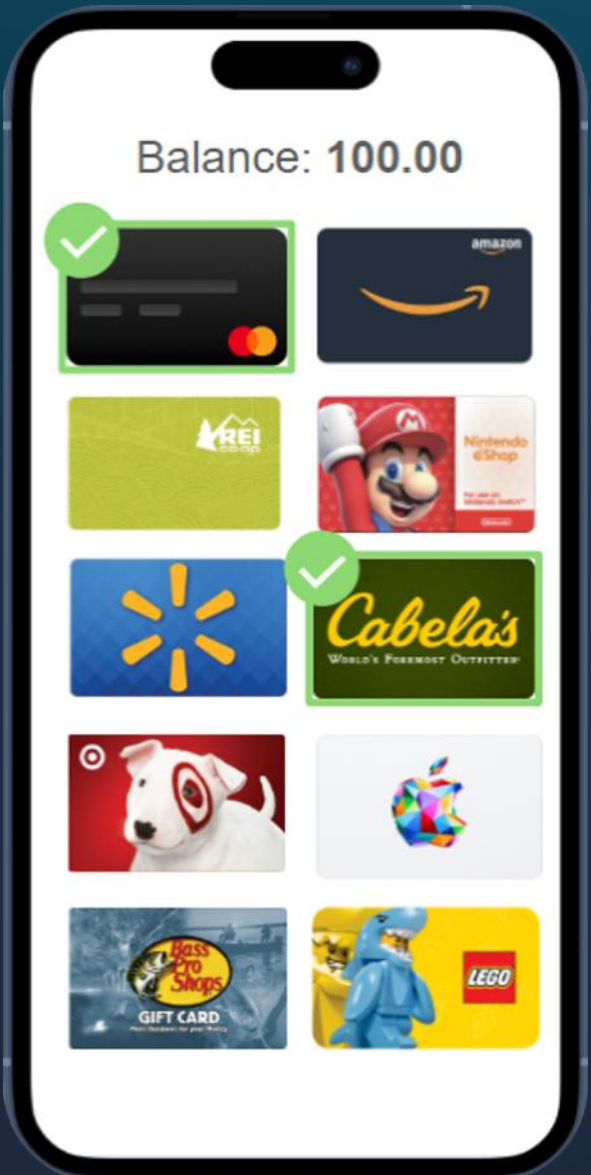
**GREAT JOB,
SCOUTS!**

BUILD YOUR ADVENTURE. SELL POPCORN. FUND SCOUTING!

2026 Commission Structure

<i>Base Commission</i>	<i>34%</i>
<i>Commit to Sale - Attend Kickoff and Submit Order by August 7th</i>	<i>+2%</i>
<i>Tier 1 - Sell \$10,000 - \$19,999 or 15% increase in sales over last year</i>	<i>+3%</i>
<i>Tier 2 - Sell \$20,000 or 25% increase over last year</i>	<i>+3%</i>
<i>Total Potential Commission</i>	<i>42%</i>

Trails End Rewards



Trail's End REWARDS®

EARN 4X WITH CREDIT

4 POINTS PER \$1 CREDIT & ONLINE SALES

1 POINT PER \$1 CASH SALES

+3 BONUS POINTS PER \$1 FOR CASH TO CREDIT™

PLUS

1 bonus point per \$1 for Heroes And Helpers®
Earn **ADDITIONAL** bonus points for achieving sales levels below

NEW

Earn points on sales between levels!
With 100% credit sales, Scouts claim when ready!
Each point = \$0.01 in gift cards; minimum of \$600 in sales is required for Rewards claiming to begin.

CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

Pick one or more:
Amazon® eGift Card, Prepaid Mastercard®, and others!

WHY IS CREDIT IMPORTANT

72% of U.S. retail is credit — yet Scouts are only 51% credit from consumers. That's a missed opportunity, because **consumers spend 14% more with credit** — helping Scouts hit goals **14% faster**.

Plus, **not handling cash is safer** for Scouts, Parents, and Leaders, and **credit means Scouts, Packs/Troops, and Councils get paid faster**.



DOWNLOAD THE TRAIL'S END APP® TO START EARNING

Here's what Scouts earn with all credit sales:

SALES LEVEL	BASE POINTS (4 POINTS PER \$1)		LEVEL BONUS POINTS		TOTAL POINTS	\$ REWARDS	WHAT YOU COULD GET
\$25,000*	100,000	+	235,000	=	335,000	\$3,350	Family Vacation
\$15,000	60,000	+	140,000	=	200,000	\$2,000	High Adventure
\$10,000	40,000	+	70,000	=	110,000	\$1,100	Canoe
\$7,500	30,000	+	50,000	=	80,000	\$800	3D Printer
\$5,000	20,000	+	30,000	=	50,000	\$500	Gaming Console
\$4,000	16,000	+	21,500	=	37,500	\$375	Day Camp
\$3,000	12,000	+	13,000	=	25,000	\$250	Hiking Backpack
\$2,000	8,000	+	3,000	=	11,000	\$110	Drone
\$1,500	6,000	+	1,500	=	7,500	\$75	Camping Tent
\$1,000	4,000	+	500	=	4,500	\$45	Video Game
\$600	2,400	+	100	=	2,500	\$25	Water Bottle

*Earn additional 45,000 bonus points for every \$5,000 sold above \$25,000
Level bonuses are not cumulative. Only the highest level reached will be awarded.

Trail's End Rewards earned in 2026 must be claimed by March 31, 2027. 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. Please visit each company's website for additional terms and conditions. All rewards and promotions are subject to [Terms and Conditions](https://portal.trails-end.com/legal/terms) at <https://portal.trails-end.com/legal/terms>.



Additional Incentives



Who can complete the Brick Builder Challenge??

Foundation Builder - Sell one item, earn the 2026 patch.

Junior Builder - Sell \$500 and earn a popcorn Minifig and a custom 30 printed patch.

City Builder - Sell \$2,500 and get invited to our Council Spin-to-Win Event! (Earn one spin for every \$2,500 in sales)



Architect Builder - Sell \$5,000 and get an additional \$150 gift card.



Master Builder Elite - Sell \$10,000 and get an additional \$500 gift card.



Heroes & Helpers

"EVERY HERO DESERVES A SNACK!"

With the donations collected by Scouts like you, we are able to recognize local heroes and helpers with a gift of popcorn!

How Scouts Earn the Patch

Each Scout who sells or collects \$100 towards Heroes and Helpers will receive an aircraft carrier patch. All sales must be recorded in the Trails End App.

How Leaders Earn the Patch

For every 4 Scouts who collect a minimum of \$100 in Heroes and Helpers donations (\$400), a leader will also earn the Heroes and Helpers patch.





2026 Product Lineup



\$20



\$20



\$20



\$20



\$25



\$30

**Chocolate Pretzel will be available as part of the September order*

WHAT'S NEW!

RUN THE SALE— FROM YOUR PHONE.

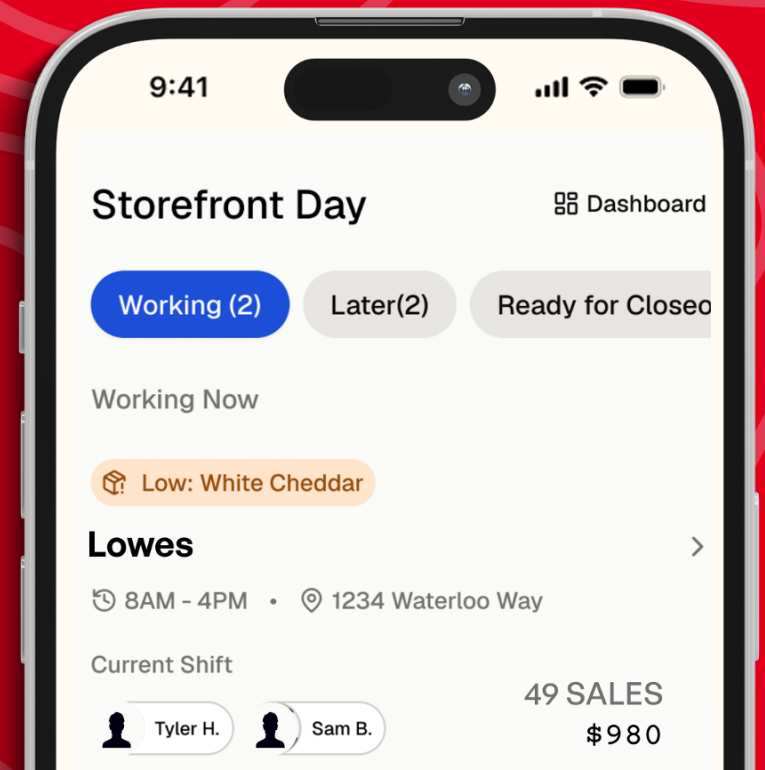
The new *Trail's End*[®] **LEADER PORTAL**

- Simplified, easy-to-use platform
- Faster loading and responsive
- Significant Storefronts enhancements*

*Certain features to be rolled out over the next 30-60 days



Launching
JUNE 3

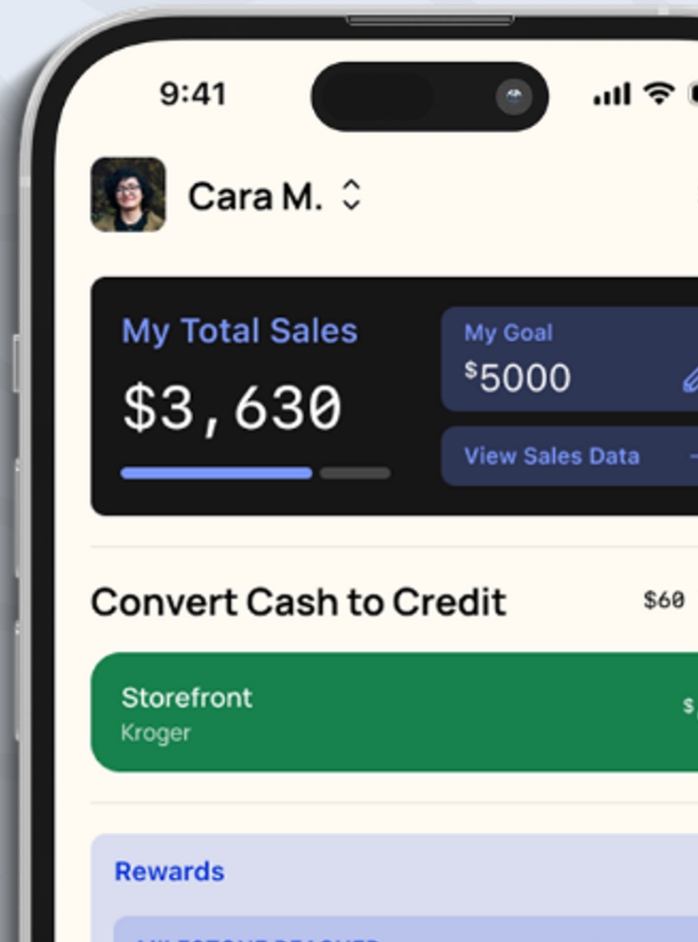


Scouts:

- Sign-up for Storefronts and get trained
- Personalize and share their online pages
- Claim Trail's End Rewards throughout the sale

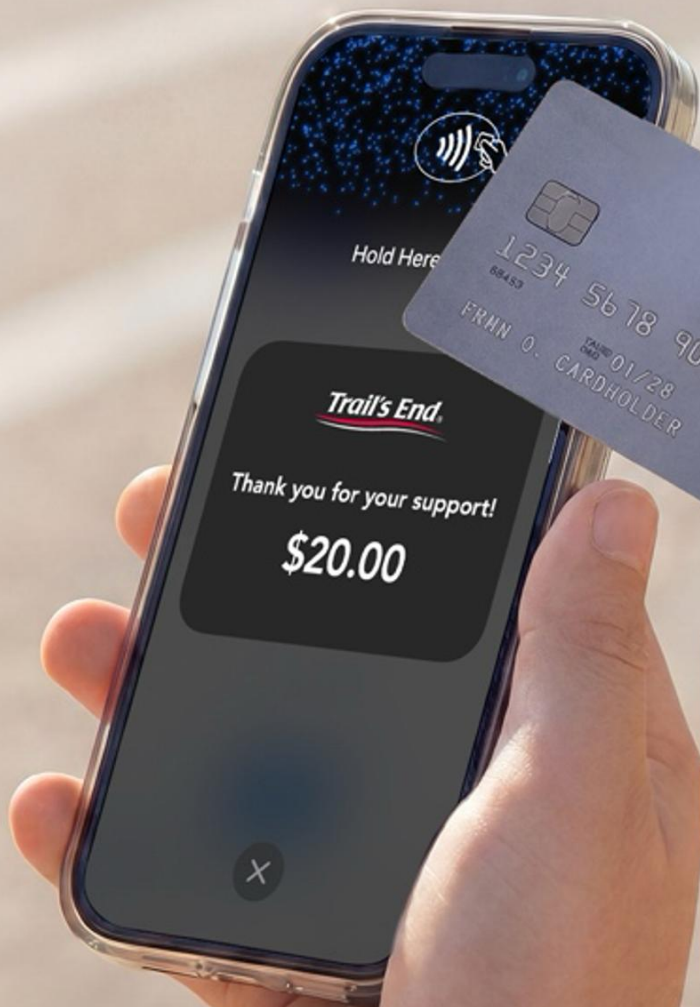
Parents:

- Quickly convert any cash at the end of every shift
- Rewards for Cash to Credit will be applied to shift cash sales according to Unit's split method



GO CASHLESS

Trail's End[®]



Encouraging credit card and tap-to-pay transactions makes it **faster, easier, and safer** for everyone . . . AND Scouts earn 4x more Rewards with credit!

ORDERING YOUR POPCORN

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

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

Step 3: Assign each patrol, den, or Scout a popcorn pick-up time.

Step 4: Click the “Choose Delivery” button and choose the order you are placing

Step 5: Enter the quantities that you wish to order in the adjustment column.

Step 6: Click SUBMIT when you are finished with your order.

Step 7: You will receive an order confirmation to your email address once your order is approved by the council.

STOREFRONTS

- View "Reserve Storefronts" for available hours
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" split to achieve your goals faster
- Pre-assigned hours: 2025 Sales
\$30k+ (100%) | \$10k - \$30k (50%) | New Units up to 25 hours

IMPORTANT DATES

- **July 23rd – Onboarding Deadline**
- **July 27th – Auto Assigned Storefronts**
- **July 29th – Storefront Manual Pickup Opens at 7:00PM (Eastern)**
- **Tuesdays at 8:00PM, Storefronts with no shifts covered will release.**

TRAIL'S END® STOREFRONTS:
UNITS & SCOUTS SELL 7X MORE

Trail's End secures **convenient hours and locations** for your Unit and Scouts on dates you can sell.



Last year, thousands of Scouts sold
\$300+/hour over **27,000+** Storefront
hours.

When the Sale Ends

- Submit Scout Rewards
- Request your Unit Payout
- Celebrate and enjoy your Scouting year!



**AND NOW
BACK TO
SCOUTING.**

NEED HELP?



Support and FAQs

support.trails-end.com



Meet *Fin* - Trail's End's new Chatbot

Get live answers in the Portal!



Join Our Leader Community

fb.com/groups/TEPopcornCommunity

TAKE ME TO SUPPORT







NEXT STEPS

★ BUILD YOUR PLAN. TAKE ACTION. HAVE AN AMAZING YEAR! ★



1

SET YOUR UNIT GOAL

(use the ideal year of scouting)



2

ORDER YOUR POPCORN

(first order is due **August 7th**)



3

BOOK YOUR STOREFRONT LOCATIONS



4

SCHEDULE A UNIT KICKOFF

(share goal, create excitement, train your scouts)



TOGETHER, WE CAN **BUILD** AN AMAZING YEAR
AND SUPPORT **SCOUTING ADVENTURES!**

THANK YOU FOR
SUPPORTING **SCOUTING!**



