

2025 BUFFALO TRACE COUNCIL POPCORN KERNEL GUIDE



Scouting  **America**TM
Buffalo Trace Council

WELCOME TO POPCORN

Dear Scout Volunteer,

Thank you for serving as this year's Popcorn Volunteer! Everyone knows how tasty Trail's End Popcorn is, but there is so much more to popcorn. We're talking about things like goal setting, self-confidence, people skills, money management, salesmanship, and business ethics – things that help prepare Scouts for life! Scout Popcorn is a very important part of the Scout leadership experience and a core resource for delivering those skills to youth. In addition, popcorn funds adventure! A great Scout program has lots of fun activities, and popcorn helps make all of those great adventures affordable. As a volunteer, you help Scouts develop leadership skills by participating in the popcorn program.

Thank you for all of your help and support.

Sincerely,

John G. Harding & Jack Pate

Scout Executive Council Popcorn Chair

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LET'S MAKE THIS YOUR BEST SALE EVER!

Congratulations on making the choice to have your Unit fund its program through the Popcorn Fundraiser.

The funds you raise can be used to cover registration fees, uniforms, trips, activities, day camps, summer camps, and high adventure experiences within the program.

Fewer out-of-pocket expenses for families equals better equipped kids and more participation. Help all of your families save money by encouraging 100% participation! This year's popcorn fundraiser can be the best fundraiser EVER!

Need SUPPORT? LET'S CONNECT!

Online: www.trails-end.com

Email: support@trails-end.com

Join Facebook: Trail's End Popcorn Community

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



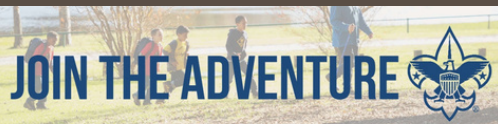
Join BTC Popcorn Kernel Page

www.facebook.com/groups/btcpopcornkernels

See Council Contacts Page 25



WHY SELL POPCORN



**POPCORN FUNDS
ADVENTURES**

When participating in popcorn, Scouts gain self-confidence, people skills, money management, salesmanship, and business ethics – things that help prepare them for life! These are great values and skills for youth to learn. Units also have the ability to fund their entire year's program through the popcorn sale alone. That means less fundraising, less time asking parents for money, and more time for Scouting fun.

All proceeds stay right here to help support local Scouts. An average of over 70% goes to local Scouting. While a portion of that goes to directly support your Scout unit, the remaining portion gets reinvested into supporting your unit and into local programs and supplies. New program equipment like bows and arrows, activity supplies, parade banners, etc.

Together we make a huge difference to support local Scouting program and the adventures of a lifetime!

POPCORN HELPS PAY FOR...

- Trail's End Rewards
- Camp and Activity Fees
- Youth Leadership Training
- Patches & Awards
- Annual Dues
- Pinewood Derby
- Blue & Gold Banquet
- Unit Adventures and Campouts
- Unit Supplies & Equipment



The popcorn fundraiser has also helped to fund Eagle and other service projects in the community!

#PoweredByPopcorn



Become Decision
Makers



Learn Money
Management



Become Goal
Setters



Develop
Business Ethics



Become
Future
Entrepreneurs



Learn People
Skills

POPCORN



Helps Scouts

Popcorn Pays For...

- Campouts, Camp Fees & Adventures
- Annual Dues & Unit Renewal
- Uniforms, Patches & Awards
- Unit Supplies & Equipment
- Pinewood, Blue & Gold & Court of Honor
- Lifelong Memories

They Learn...

- To Earn Their Own Way
- Public Speaking & Math Skills
- Salesmanship & Perseverance
- The Value of Hard Work
- To Help Others Around Them
- To Be Part of Something Bigger

WHAT CAN POPCORN DO FOR YOUR UNIT?

Highest Profit Return



- You can earn enough money to fund your unit's program for the entire year!
- The Council uses proceeds for activities, camping, programming, leader training, financial assistance, camporees, etc.

Turn-Key Program



- All sales tools provided for success: Trail's End App, credit card readers (fees paid by TE & Council), TE Rewards, Trail's End Facebook Communities, online selling platform, marketing collateral, training webinars, etc...

Program Support



- Council staff, volunteers, and Trail's End support available for assistance.
- Local and online trainings to guide you through a successful sale.
- A Facebook Community where you can get answers 24/7, year round.

Recruitment



- The recruitment feature in the Trail's End App allows kids in your Unit to collect contact information from families, interested in joining the program while selling popcorn.
- When the form is completed, an email is sent to the leader of your Unit, your Council contact, and the recruited party receives a link for more info.
- Increase membership while out in your community!

POPCORN



for a Purpose



OUR HERO SPOTLIGHT



SCOUTING IMPACT REPORT

Amelia M. (on the right)
Arrow of Light Scout
Pack 211
Olney, IL

Scouting has helped her by getting out into the community and being a better public speaker. She is very outgoing and loves to sell popcorn. Amelia recently used the lessons she learned from Barriers to Abuse that helped save a friend from a very bad situation when most kids would not know what to do.

www.buffalotracecouncil.org



**BUFFALO TRACE COUNCIL
DONATED 90 CASES IN 2024 TO
LOCAL HEROES SERVING IN OUR
COMMUNITY AND STATE!**

Adventure
awaits

WHAT CAN POPCORN DO FOR YOUR COMMUNITY & COUNTRY?

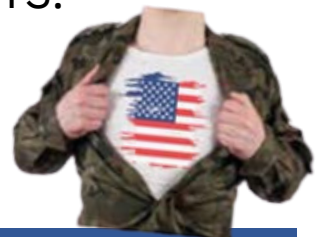
Heroes and Helpers Donations

When receiving donations earmarked for "Heroes and Helpers" these should be ordered under the correct dollar designation on the Take Order. Either \$50, \$30 or any specific full dollar value in "Heroes and Helpers". It is just like selling any other product, but the customer does not receive any popcorn to take with them. The Take Order is due in the leader portal of the Trail's End system no later than November 3, 2025.

Over \$66 million worth
of popcorn has been donated to U.S.
troops over the years.



Last Year Buffalo Trace Council
donated \$20,445 through
Heroes & Helpers!
OUTSTANDING!
THANK YOU SCOUTS!



POPCORN
for a
PURPOSE



SUPPORT TROOPS. FEED THE HUNGRY. HELP SCOUTS.

UNIT COMMITMENT



POPCORN



Drive Your Unit to Success!



Registration

Register your Unit.
New Kernels will receive their
username via email once
approved by their Council.



**GETTING STARTED IS EASY!
REGISTER TODAY!**
trails-end.com/unit-registration



By this time you should have already registered for the 2025 Popcorn Sale. If you haven't registered your unit, scan QR Code. After you register, if you do not have a TE account, a request to create one will be sent to your Council for review and approval. Once signed in, make sure your Unit's information is up to date.

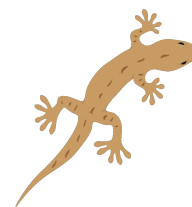


Register your Unit

Update Unit Info: This should be your Chartered Organization information, not your Unit Kernel's personal address. When entering your bank information the organization's contact information must be filled out as well.

Unit Team Members: View the usernames. Adjust any current users by clicking on the drop down under 'actions'. Delete any inactive users from your account by clicking 'delete leader' and then 'go'. Be sure there is a full address, email and phone in the system for whomever you mark as 'Primary' and at least a phone and email for any other leaders in the system.

DO NOT use Unit Type / Number as username.



UNIT INFO

- Roster
- Storefront Settings
- Unit Team Members**
- About My Unit
- Manage Unit W9 Info
- Manage Unit Bank Acc

Editing a Unit Leader

Leader Title: Select Title

First Name: A

Last Name: Example

Username: A.Example

Email: examplepopcorn@gmail.com

Primary Phone:

Confirm Email:

Address Line 1: 1 Main Street

Address Line 2:

City: Anytown

State: Michigan

Zip: 48100

Country Code: United States

Actions

Delete Leader GO

Buffalo Trace Council 2025 Products



\$20 SALTED CARAMEL CORN

A unique combination of sweet caramel corn with a perfectly balanced finished of sea salt



\$25 MICROWAVE BUTTER POPCORN

The perfect combination of popcorn, oil, salt and butter to make you feel like you are at the movies.



\$20 WHITE CHEDDAR

The perfect combination of light, crispy popcorn and rich white cheddar cheese deliciousness in every savory bite.



\$30 CHOCOLATEY PRETZELS TAKE ORDER ONLY

The perfect blend of crunchy pretzels wrapped in chocolatey goodness.



\$20 SWEET & SALTY KETTLE CORN

Kettle popped to perfection with just the right combination of sweet & savory.



\$20 POPPING CORN

Trail's End plain kernels for those who like to make popcorn



\$30 HONEY ROASTED PEANUTS

SHOW AND SELL ONLY
Seasoned with balance of salt and a delectable honey coating, perfect for the sweet and salty craving



MORE ONLINE PRODUCTS
& NUTRITIONAL FACTS

PREPARATION FOR THE SALE

Before the SALE

Build A Team

- Popcorn Kernel Team
- Shared ideas and efforts
- Unit knowledge passed down

Recruit New Members

- Recruit at Show N Sells
- Train the parents
- Distribute flyers while selling
- Take down contact information
- Hand out BEASCOUT.ORG bracelets (Council)

Motivate Scouts

- Advancement opportunities
- Scout Rewards
- Unit recognition for sellers
- Make it fun!

Show & Sell Focus

- More Scouts, More Shifts
- Minimum of 8 hours selling per Scout

Sales Tracking

- App provides Point of Sale Software App
- Provides Show & Sell scheduling App
- Provides Inventory Management

PARENTAL BUY - IN

Possibility of NO DUES!

Unit culture - This is what we do! Scouts personal growth is important to us!

One fundraiser per year! Remind them after each outing that popcorn funded their adventure!

HOW MUCH DO YOU NEED TO SELL?

The average program costs \$450 per Scout for the entire year. On average, Scout can sell \$1,000 popcorn in 8-10 hours and fund their entire year. Review your Unit's program calendar with the Unit Committee to determine how much popcorn you will need to sell to fund your ideal year. Use the worksheet below to calculate your sales goals.

Example: Per Scout Sales Goal x Number of Scouts =

Unit Goal

BUDGET WORKSHEET EXAMPLE

$$\text{\$12,600} / 28 = \text{\$450}$$

Annual Budget/# Scouts = Budget/ Scout

$$\text{\$450} / 30\% = \text{\$1,500}$$

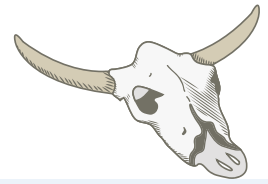
Budget/ Scout = Sales Goal/ Scout

*all unit commissions for 2025 sale will be 30%

Keys to Success:

- Program planning is the first step for successful Scouting and for goal setting. This should take place before fall recruitment.
- Don't wait until the last minute to find your unit's Popcorn Kernel! Volunteer recruitment, engagement and accountability are important in a successful popcorn sale.
- It is important to have fun!
- Be sure your goal is customized to fit your unit's needs!

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

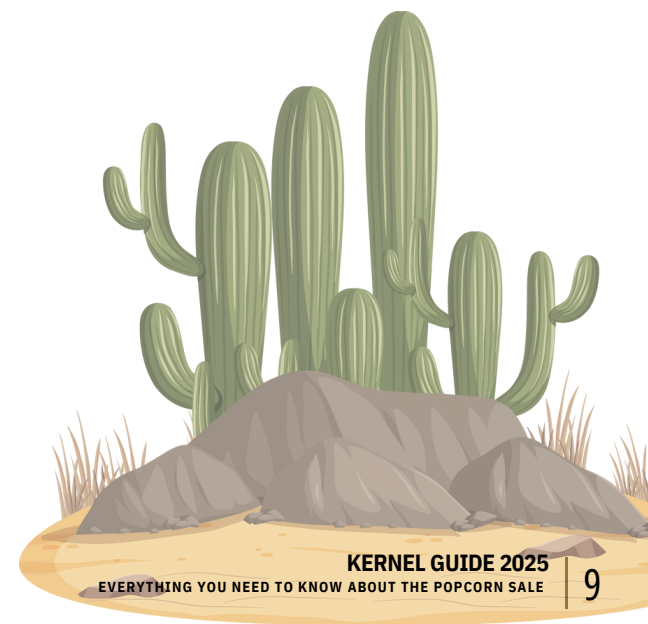
WAGON SALES BEGIN

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!



PLAN YOUR UNIT KICKOFF

MOTIVATE

The Popcorn Kickoff sets the tone for your entire Popcorn Sale. Motivated Scouts and more importantly, motivated parents are the key to a successful sale. Have fun! Give away prizes and more.

AGENDA SAMPLES

1. Welcome - Do a Popcorn Cheer or Skit.
 - Some units choose to separate their Scouts & Parents. The Scouts learn about the prizes and how to sell, while the parents learn about the logistics.
 - Have some sample popcorn and fun giveaways from the \$1.25 Store
2. Review the Pack/Troop's Planned Program Activities
 - Show a few pictures of fun last year
 - Talk about the fun at Pack/Troop meetings & awards
3. Pay For It All with Popcorn
 - The importance of a Family/Scout Goal
 - Pack Goal: Talk about what you can do if you reach the goal
4. What the Family Gets Out of Popcorn
 - Free Activities
 - Free Camping
 - Free Registration
 - Goal - Nothing out of parent's pocket
5. Separate Scouts and Parents
 - Teach the parents about the importance of popcorn
 - Setup some fun popcorn games for the kids
6. End with a FUN spotlight. Whip Cream Pie the Scout Leader!

MORE THAN A FUNDRAISER!

- First, help parents to understand that popcorn is a part of the program, not just another fundraiser. Popcorn is also about Advancement and practicing life skills. Help them see that their Scout will gain self-confidence, set goals, and learn the value of a dollar earned.
- Second, explain to parents that if the unit gives its all for just a couple of weeks, they can fund the entire year of fun activities.

KICKOFF SUPPLIES IDEAS

Gather some fun supplies to use the theme and get your Scouts excited for the popcorn sale. See what Council has to offer!

- Popcorn Poppers
- Awards/Prizes
- Bingo Cards

PLANNING RESOURCES

Leverage the Trail's End Unit Leader Planner to help hit your goals.



Plan Your Ideal Year of Scouting!
bit.ly/UL-Planner



Plan your Unit Kickoff!

Download the 2025 Unit Kickoff PowerPoint Now!
trails-end.com/leaders/training

IDEAS TO PLAN AND PREP FOR YOUR UNIT'S POPCORN KICKOFF!

<https://www.buffalotracecouncil.org/popcorn-1>

2025 Trail's End POPCORN BINGO CARD

Scouting America Buffalo Trace Council

| | | |
|---|---|---|
| Ask a Teacher Teacher Name: _____ | Collect a Hometown Heroes Donation Date Sold: _____ | Participate in a Show & Sell Storefront Hit \$150 in Popcorn Sales Date Sold: _____ |
| Sell to a Former Scout Date Sold: _____ | Hit \$250 in Popcorn Sales Date Sold: _____ | Said "Thank You" to a Customer Date Sold: _____ |
| Hit \$1000 in Popcorn Sales Date Sold: _____ | "I Don't Have Any Cash" Date Sold: _____ | Door-to-Door Sale Date Sold: _____ |
| Someone Mentions Cookies! Date Sold: _____ | Hit \$750 in Popcorn Sales Date Sold: _____ | Set a Sales Goal in Trails End App Date Sold: _____ |
| Hit \$500 in Popcorn Sales Date Sold: _____ | Had a Secret Shopper Visit your Booth Date Sold: _____ | Any Online Sale Date Sold: _____ |

Submit your BINGO Card to Council Service Center to enter for a drawing!
 **5 in a Row (A Cub Scout and a Scout BSA could earn a Solar Fan)
 **Overall Bingo Card (A Cub Scout and Scout BSA could earn a Solar Fan Sleeping Bag)

Scout Name: _____ Unit #: _____
 Contact Info: _____

POPCORN SALE BINGO CARD SAMPLE

**Council can provide, Contact District Professional
 ONLY BINGO CARDS

SUPPORT YOUR LOCAL SCOUTS

Trail's End Over 70% goes to local Scouting

Hi Neighbor! My name is _____ from local Scout Unit _____. I'm fundraising to support local Scouting programs and activities. You can help by purchasing our delicious popcorn online or by contacting a local Scout. Thank you for supporting my Scouting Adventures!

Sorry, we missed you!

Scouting America Buffalo Trace Council

ORDER ONLINE

trails-end.com

Contact a local Scout or Check Online for the Product Lineup

Prefer Local Scout Delivery? Call _____
 Online Order Use Scout Code: _____

Scouting America Buffalo Trace Council

ORDER ONLINE

trails-end.com

Trail's End Over 70% goes to local Scouting

Prefer Local Scout Delivery? Call _____
 Online Order Use Scout Code: _____

Scouting America Buffalo Trace Council

SUPPORT YOUR LOCAL SCOUTS

Trail's End Over 70% goes to local Scouting

from local Scout Unit _____
 to support local Scouting programs and activities. You can help by purchasing our delicious popcorn online or by contacting a local Scout. Thank you for supporting my Scouting Adventures!

Scouting America Buffalo Trace Council

SCOUT BUSINESS CARD SAMPLE

**Template available on Council Website

DOOR HANGER SAMPLE

**Template available on Council Website

WAYS TO SELL

There are multiple sales methods that your Scouts can try this fall. Using all of them will help your unit/ Scout achieve their goals even faster.

Did you know? Scouts that sell **BOTH** in-person and online average **90% MORE** than Scouts that sell only in-person, and **5x MORE** than those that sell only online!

Show & Sell

Show & Sell is when Scouts have popcorn in hand so that they are able to show it and sell it to the customer on the spot. There are several types of Show and Sell that have proven successful for units.

Door to Door “Wagon Sales” – Complete the Rodeo Roundup Challenge!

- One of the most effective sales methods! In this case, a unit signs out popcorn to a Scout who takes it throughout their neighborhood, selling as he goes. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth. Units should order for this as part of their show & sell order. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. If the desired product is not on hand, an order can be taken, and product delivered later.

Rodeo Roundup Challenge

- Have your Scouts complete the Rodeo Roundup Challenge. The Rodeo Roundup Challenge is the 15 neighbors that surround their home. Make a rectangle from your home by selling to the first 4 neighbors down, cross the street, and sell to 7 houses back toward your home, cross back to your side of the street, and stop by 4 neighbors on your way back home. Find a simple prize to encourage your Scouts. We’ve seen tremendous success from units that have each Scout do this simple task.

Schedules Sales or Storefront Sales:

- This type of show & sell is a lot like an “old school” lemonade stand. Your unit gets permission to have a booth in a high-visibility area, and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/families into shifts so that everyone takes a turn. Talk with local stores to set up a time to sell. There are typically specific sign-up rules for storefronts. See pg. 12/16 for more details.



LEARN HOW TO RESERVE WITH
OUR STOREFRONT GUIDE!

bit.ly/Storefront-Guide

Take Order

This method is where Scouts go to friends, family, and neighbors door-to-door to sell popcorn using an order sheet. Parents can also help by taking the “take to work” order forms to work. Later, at the end of the sale, the Scouts deliver the ordered products to the customers who ordered them.

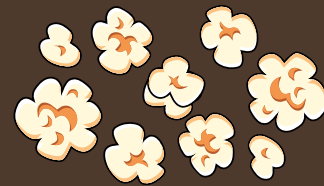
TIP: Use leftover inventory from your Show & Sell to fill these orders.

Online

The online sale enables Scouts to create their own customized selling page. Scouts create accounts on Trails-end.com and send emails to people they know, asking for their support by buying popcorn. Customers place online orders and have the popcorn shipped directly to their homes.



SELLING TIPS



HOW TO SELL \$1,000

SELL FOR 8 HRS, FUND YOUR ENTIRE PROGRAM FOR A YEAR!

Storefront Tips & Sign-Ups

STEP 1

Create a Trail's End Account For Your Scout

- Text APP to 62771 to download the Trail's End App

STEP 2

Make A List Of 30+ People You Know To Ask For Support

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie, Facebook).

STEP 3

Draft Your Scouts Sales Pitch

- Example: Hi, my name is*your name*, I am with PACK / Troop *your unit #*. I am trying to earn my way to *RANK* and learn life skills through the Scouting program. I have many DELICIOUS flavors of popcorn. "Can I count on your support to help fund my adventures and my journey to EAGLE SCOUT?"

STEP 4

Build Your Scouts Personalized Fundraising Page

- Once signed into the app, go to Online Direct and then Manage Page
- Upload a picture of your Scout smiling
- Paste your sales pitch into the About Me section
- Select your favorite product

STEP 5

Ask For Support

- Share your fundraising page from the App through Social Media (Facebook, Twitter), text message, email, and more.
- For BEST results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so your customer can complete the purchase.
- Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email) than an indirect ask (general Facebook post).

STEP 6

Ask For Support In The Neighborhood

- Ask neighbors for support in local Facebook Groups, Apps (NextDoor).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature

Check your orders daily and follow up at least three times with customers who have not yet supported. Be sure to thank everyone!

Visit the Training tab in the Trail's End App for more resources.

Before the Sale Date (outside of Trail's End Storefront system)

- When reserving your day, ask the business if there are any setup restrictions that you should be aware of.
- Double check with the business the day before in case a conflict has arisen. Schedule Scouts and parents for about 2 hour shifts to keep things organized. Confirm with the parents a few days beforehand.

During and After Storefront Sale

- Have Scouts in uniform and stand in front of the table
- Never have the Scouts ask if they want to buy popcorn. Coach them to ask things like: "Would you be willing to help support me going to Scout summer camp?"
- Have products displayed neatly. Putting prices on will likely discourage higher purchases
- Make sure to thank the store manager. Consider giving the store manager a thank-you note signed by the Scouts
- Split sales either by Scout performance, or by dividing out the sales by an hourly rate

Pre-Booked Storefront Hours

Buffalo Trace Council and Trails End has secured storefronts for our units to schedule and utilize for the 2025 Popcorn Sale!

We also invested in integrating the system so that storefront signups can easily be accessed right from your leader dashboard.

Login to your leader dashboard and click Storefront Reservations in the left menu. Change the calendar view to see upcoming storefronts by date. Reserve your storefront. Then customize the time block into shifts for your Scout families. Once published, they'll be able to sign up for the shifts right from their trail's-end account. Edit or remove storefronts in the Storefront Management area.

Technology Makes Fundraising Fun and Easy

The most popular popcorn products your customers love to buy every day, and provide the highest return for your fundraiser.

PROVEN PRODUCT QUALITY

- Premium products and pricing with high consumer appeal.
- Exciting ready-to-eat popcorn flavors as well as online exclusive products, such as jerky, coffee, and nuts!
- Traditional product offering and pricing will vary by Council.
- Free Credit Card Processing - Paid by Trail's End & Councils
- Real-time tracking and reporting of sales, inventory, and storefront registrations
- Parents turn in cash sales with credit/debit payment to their Unit
- System-calculated sales for easy Trail's End Rewards ordering
- Text-to-Pay feature for all selling methods to support contactless payments



UNIT LEADER PORTAL



- Invite families to create individual Scout accounts
- Create, schedule and manage storefront sites and shifts
- Check out/in popcorn inventory and cash to storefront sites and individual Scouts
- View real-time, mobile-enabled, dashboard reporting
- Download detailed sales reporting for storefront, wagon, and online sales
- Accept credit payments from families for the cash owed

ONLINE DIRECT



- SAFE for Scouts - Fundraise from the safety of home
- Product Variety - Popcorn, chocolate, and coffee available
- No Handling - Products ship to your customers
- Trail's End Rewards* - Earn Amazon..com Gift Cards
- Get Funds Quickly - Requested funds are paid weekly to Units

TRAIL'S END REWARDS



- Bigger prizes! Saves time for leaders
- Millions of prize choices on Amazon. com
- Get your prizes faster
- Prizes delivered directly to the family
- Earn MORE with debit/credit sales through storefronts & wagon sales

ONLINE PRODUCTS AVAILABLE YEAR-ROUND

www.trails-end.com/store

Trail's End

TRAIL'S END APP

Exclusively for Scouts to sell & manage their fundraiser!



visit trails-end.com/app or text APP to 62771 to download

REQUIRED TO SIGN UP:

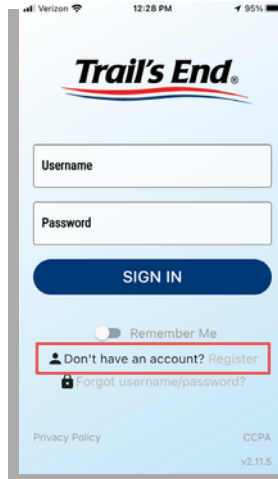
Council

District

Unit

SIGN IN OR REGISTER AN ACCOUNT

- ⑦ Use your account from last year! If you need to change your Unit, go to Settings & select "Change Unit."
- ⑦ Record ALL sales in the App & start selling today!
- ⑦ Each Scout needs a separate account, even siblings.
- ⑦ You can use the same email for multiple accounts.
- ⑦ To switch between accounts in the App, click the name dropdown at the top of the screen.



Pro Tip, Be sure to allow the Trail's End App access to your device's microphone, location and Bluetooth to accept debit/credit. Trail's End pays all fees!

ACCEPTING CREDIT

Everyone can accept debit & credit cards for free because Trail's End pays all fees.

Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

- ⑦ **Manual Entry (no reader)** Type in the customer's card information.
- ⑦ **Magstripe Reader (Android)** Swipe reader plugs into headphone jack.
- ⑦ **Lightning Reader (Apple)** Swipe reader plugs into lightning jack.
- ⑦ **Bluetooth Reader** Wirelessly connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, NFC Contactless and Tap to Pay.
- ⑦ **Tap to Pay** Contactless payment

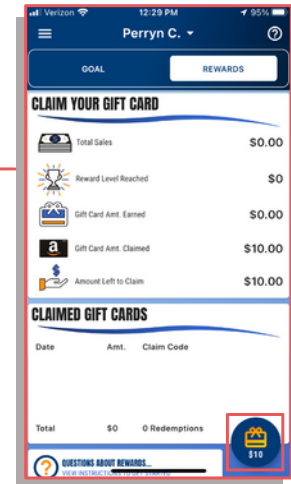
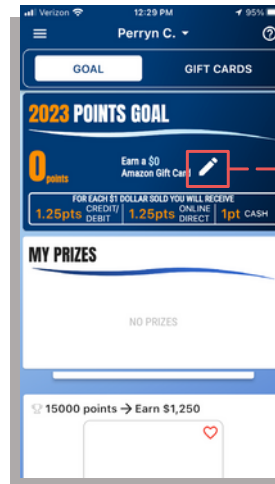


Tap to Pay: iPhone



Tap to Pay: Android

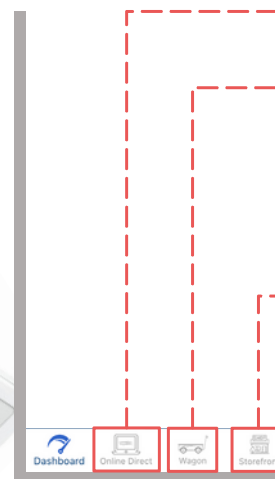
SET A GOAL & START EARNING REWARDS



- ⑦ To set a goal, scroll and tap to select prizes at different levels or manually enter your goal.
- ⑦ When your leader submits the Unit's Rewards order, and you have an e-Gift card available, tap the claim button to email your Amazon.com e-Gift Card.
- ⑦ To track progress, check the App to see how close you are to reaching the next rewards level.

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using BOTH in-person and online average 90% MORE than Scouts that sell only in-person, and 5X MORE than those that sell only online!



Online Direct: Sell online & ship directly to customers
Wagon Sales: Direct sales to family, friends and neighbors (with adult supervision.)

Did You Know? 2 out of 3 people will buy when asked at their door.

Storefront Sales: Leverage high foot traffic locations reserved by Unit Leaders

Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up and sell for about 6 hours to easily sell over \$1,000!

Trail's End™



ONLINE DIRECT

Pro Tip, Share your page via email, text, or social media so your customers can place online orders and products ship directly to them.

Pro Tip, Share cart feature, this allows you to send the current order to a customer directly via text so they can complete their order on their phone with credit or debit card.



- ① Record customer orders in the Trail's End App, take payment and products ship directly to your customers.

WAGON SALES

Pro Tip, The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their Unit.

Pro Tip, Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items, and you can track when it's later delivered by tapping the delivery truck.

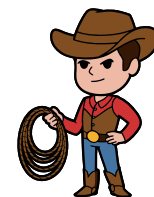
ISSUE A REFUND

- ① Select "Order" and then tap the order you want to refund. **CAUTION, Trail's End does NOT store card info so this action can't be undone.**

RESERVE STOREFRONT SHIFT

Pro Tip, Storefront sites and shift availability is managed by your Unit Leader, reach out to them for missing or incorrect info

RECRUITMENT

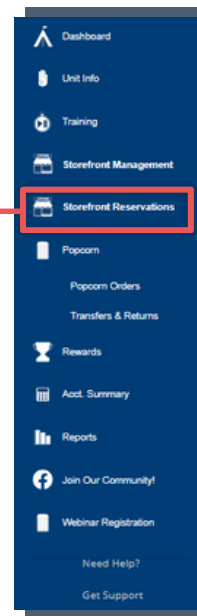
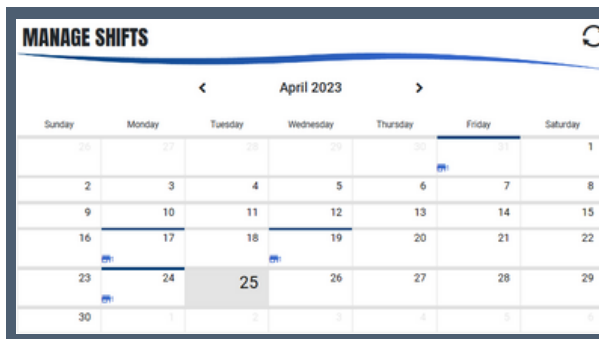


The Recruit feature allows you to collect contact info from families interested in joining while selling popcorn. The completed form triggers an email to the unit leader, council, and recruit gets a link for more info.

STOREFRONT GUIDE

1. Log in to your Trail's End Unit Leader account at trails-end.com/login and click on the **"Storefront Reservations"** tab on the left side menu.

2. Look for available Storefront Reservations by clicking on dates with a blue icon. The number next to the icon shows how many Reservations are available.



3. Select a date to see a list of available Storefront Reservations with their address, start time, and end time. Filter for specific stores or search for stores using the **"Search"** box.

SITE LIST

04/27/2023

ALL SITES

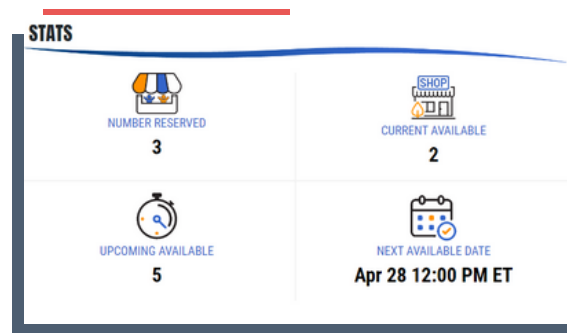
| SITE NAME | DISTRICT | CITY | ADDRESS | START TIME | END TIME | |
|-------------------------|-------------------|-------------|------------|------------|----------|----------------|
| Kroger | Training District | Noblesville | [REDACTED] | 08:00 am | 02:00 pm | RESERVE |
| Kroger | Training District | Noblesville | [REDACTED] | 02:00 pm | 08:00 pm | RESERVE |
| Walmart | Training District | Corona | [REDACTED] | 08:00 am | 02:00 pm | RESERVE |
| Lowe's Home Improvement | Training District | Norco | [REDACTED] | 08:00 am | 02:00 pm | RESERVE |

4. Click the blue **"Reserve"** button to claim a shift. It may take several minutes to confirm your Reservation, and you will receive an email once it is confirmed. Once confirmed, the Reservation will also appear on the "Storefront Management" screen.

5. Your Reservation may be rejected if it violates current rules or if another Unit claimed it before you.

6. Check the **"Stats"** box on the Storefront Reservations page to see information about upcoming availability.

1. **Number Reserved** is how many reservations your unit has claimed so far.
2. **Current Available** is how many reservations your unit can claim now.
3. **Upcoming Available** is how many reservations your unit will be able to claim on a future date.
4. **Next Available Date** is when your unit can claim more reservations.



7. Your reserved storefronts can be managed under the "Storefront Management" tab, where you can manage shifts, add Scouts, assign inventory and cash, and record sales.



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!

*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).

TRAIL'S END REWARDS

SCOUTS BUY THE PRIZES THEY WANT
WHEN THEY EARN GIFT CARDS

WHY DO SCOUTS LOVE TRAIL'S END REWARDS?

- Kids get to buy the prizes they want!
- The more you sell, the more you earn.
- Millions of prize choices from a variety of gift card stores to choose from
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
- No collecting orders from families or distributing prizes.
- Simplified sale management.
- The Trail's End Leader Portal is a one stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when kids sell with the App and Online!
- It's easy to communicate and manage because face to face and online sales count towards Rewards.
- Trail's End helps train and motivate kids through the App.
- Leaders can wrap up the sale and get back to Unit adventures faster!

Scan now and see more rewards and
learn about reward levels.



trails-end.com/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.

BLITZ WEEKEND: SEPTEMBER 19-21, 2025



Start Your Sales!

1. Register in Trail's End App
2. Be sure to set your goal in the Trail's End App
3. Log \$250 in sales in the Trail's End app and receive an additional 250 Trail's End reward points! You now qualify for Trail's End Amazon gift card! Great work! Keep it up! You're getting closer to your Goal!



Weekly Contests in October

Weekly Contests will be revealed on the Facebook Page and via email on Wednesday of the week prior.

WEEKLY CONTESTS RULES:

1. All contests start on Monday and go through Sunday
2. Scout must log their sales using the Trail's End App
3. Be polite and respectful with your clients and have fun!

PRIZES: 1 CUB SCOUT AND 1 SCOUT BSA

Weekly Scout winners will be announced.

Winners will be announced via Facebook, Popcorn Kernel Page, and Email.

**Scout Family will be notified via email and phone call.



WEEKLY CONTEST DATES:

September 29 - October 5

October 6 - 12

October 13 - 19

October 20-26

Contest Winners could be eligible for one of the following, but not limited to.

- Points for Trail's End, Gift Card, STEM Kit, Lunch Bag, Day Pack, Camp Supply etc.

COUNCIL REWARDS 2025

TOP SELLER - POPCORN CHAMPION

- FAMILY PICK GIFT CARD (MOVIE, THEME PARK, ETC.)
- POPCORN CHAMPION MEDAL
- THROW FIRST PITCH AT OTTERS GAME
- PUCK DROP AT THUNDERBOLTS GAME

\$1,500 FEARLESS SELLERS

- \$50 GAITHER SCOUT SHOP GIFT CARD
- FREE TICKETS FOR PARENTS & SCOUT TO OTTERS GAME & CAMPOUT ON BOSSE FIELD
- FREE TICKET FOR SCOUT TO THUNDERBOLTS GAME



\$4,000 ULTIMATE TRAILBAZER SELLER

- \$100 GIFT CARD - SCOUT CHOICE (AMAZON, WALMART, TARGET OR DICK'S)
- \$50 GAITHER SCOUT SHOP GIFT CARD
- INCLUDES ALL PRIZES FOR \$1,500 SELLERS

TOP UNIT

- PIZZA AND ICE CREAM PARTY

TOP FAMILY

- THEME PARK GIFT CARD
- ZAMBONI RIDE AT THE THUNDERBOLTS GAME

TOP 100 & TOP FAMILY

BULLSEYE SELLERS

- FREE TOP 100 AND/OR TOP FAMILY T-SHIRT FOR EACH SCOUT
- 4 PACK TICKETS FOR PARENT(S) & SCOUT/SIBILING(S) TO ATTEND OTTERS GAME & CAMPOUT ON BOSEE FIELD
- FREE TICKET FOR SCOUT TO THUNDERBOLTS POPCORN GAME ON JANUARY 24, 2026



POPCORN SALE CHECKLIST

- ___ Register for the Popcorn Sale.
- ___ Sign up for a Trail's End Webinar and join the Trail's End & Council Facebook group.
- ___ Attend the Council's **POPCORN UNIVERSITY**, and build your popcorn team.
- ___ Complete your Unit's program plan for the year.
- ___ 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 kid (family) goal.
 - $\text{Cost per Scout} / \text{Commission} = \text{Sales per Scout}$
- ___ Add important dates to Unit's calendar (example: Popcorn Order Due Dates)
- ___ Schedule and plan out your Unit's Popcorn Kickoff (Food, Snacks, Games & Prizes)
- ___ Determine the best prize incentives
- ___ Create a communication plan developed to reach all families
 - Highlight all the program activities the Unit is planning on participating in.
 - Information on the sales goal per Scout so there are "no out of pocket expenses".
 - Methods of communication; email, phone calls, social media, video chat, etc.
 - How often you can plan to send out communication pieces?
 - Selling instructions, how to download the app, key dates to pickup, payment, rewards, who to contact with questions.
- ___ Start selling early (July and August) and start with 1) Online Direct and 2) Take Order.
- ___ Direct Families to www.trails-end.com for more information about Online selling & tips.
- ___ Encourage all Scouts to also go door-to-door with a parent.
 - Two out of three customers will buy when asked.
 - Set up a sales 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) from the leader portal on the Trail's End app, storefront reservations open July 23
 - Set up 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.

ALL STOREFRONTS ARE BEING MANAGED THROUGH TRAIL'S END!

- ___ Order your Show and Sell Popcorn in the Trail's End App on or before August 29.
- ___ Coordinate assistance to pick up popcorn at designated warehouse.
 - Make sure you double-check your packing slip BEFORE signing! Once signed, you are responsible for popcorn product and payment.
- ___ Distribute popcorn to Scouts, and ensure deliveries are made to customers.
- ___ Collect money from families.

Checks must be made payable to the UNIT and NOT the Council.

Unit will cash all checks and make one payment to Council.

Parents can also pay with their credit card in the Trail's End App.

- ___ Pay Council invoice no later than December 1, 2025. Payments mailed to Council must be received on or before December 1, 2025.
 - Late payments will be subject to a 5% late fee.
 - Use of a Credit/Debit Card over \$500 will incur a 3% processing fee. Please make checks payable to Buffalo Trace Council.
- ___ Have a post-sale victory celebration.
- ___ Top Popcorn Families Recognition Form due by December 15, 2025

POPCORN ORDERING & DISTRIBUTION

PLACING ORDERS

1. Contact support@trails-end.com if you do not know your username and password.
2. Login at www.trails-end.com
3. Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn"
4. Click the "Choose Delivery..." button and choose the order you are placing.
5. Enter the quantities that you wish to order in the adjustment column
6. Click SUBMIT when you are finished with your order
7. You will receive an order confirmation to your email address once your order is approved by the Council. Don't forget to order Heroes and Helpers donations on your Take Order.

GETTING YOUR POPCORN

Initial orders may be picked up at your local warehouse. Orders will be pre-sorted or 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. No children under the age of 18 are allowed in the warehouses due to safety concerns.

To make sorting and distribution run smoothly, please consider helping in your local warehouse. Those that volunteer at the warehouse get their product early! Contact your District Professional to Volunteer!

**Replenishment Orders will be available at the Council Office
Also view product transfer options on the app.**



COUNCIL CONTACTS & WAREHOUSES



Popcorn Team

Council Popcorn Chair

Jack Pate

jackpate88@gmail.com

Staff Advisors:

John Harding

john.harding@scouting.org

812-423-5246

Greg Hager

gregory.hager@scouting.org

812-423-5246 ext. 2214

Ryan Abbott

ryan.abbott@scouting.org

315-247-1180 (cellphone)

Jennifer Carapia

jennifer.carapia@scouting.org

812-423-5246 ext. 2202

Liesl Disch

liesl.disch@scouting.org

812-423-5246 ext. 2213

WAREHOUSE LOCATIONS

Vincennes Location ("200" units):

IN Nat'l Guard Armory (**To Be Confirmed**)

1514 Emison St.

Vincennes, IN 47591

Dale Location ("100" units):

Thermwood Corporation

904 Buffaloville Road

Dale, IN 47523

Evansville Location ("300" units):

Warehouse Services

515 W. Tennessee

Evansville, IN 47710

If you have any questions about the location of your order or distribution site, don't hesitate to contact your District Professional. Please note delivery sites are subject to change.

Trail's End
VEHICLE CAPACITY ESTIMATES*

| Vehicle Type | Capacity (Cases) |
|---------------|------------------|
| 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.



UNIT-TO-UNIT TRANSFERS

If your unit is going to transfer products to or from another unit, follow the process below.

TRANSFERRING UNIT

1. Log into your www.trails-end.com account
2. Go to the Popcorn Orders tab
3. Click "View" next to the order with the inventory to be transferred
4. Click the Transfer Inventory button and select the District and Unit from the dropdowns that is receiving the inventory
5. Enter the quantities (cases and containers) to be transferred
6. Click the Submit Transfer Request to complete the form

RECEIVING UNIT

1. After the transferring unit submits the transfer request, the receiving unit will be notified via email.
2. Log into your www.trails-end.com account
3. Go to the Transfers & Returns tab
4. Review the pending product transfers. If correct, click the Approve button, and the Reject button if they are incorrect

Once the receiving unit has accepted the transfers, each unit's invoice will be updated.

Text APP to 62771 to
DOWNLOAD THE APP
 & START SELLING TODAY



Download on the
App Store



GET IT ON
Google Play

It only takes ONE MINUTE to register an account!



Accept Debit & Credit
Cards for FREE!
No Reader Required.



Each Kid Must Have
a Registered Account.
Same Email Can Be Used
For Multiple Accounts.



Record ALL of Your
Sales in the App,
Even Take Order Sales!

POPCORN SALE CLOSEOUT

Steps to Follow:

1. From your Unit Leader Portal in the Trail's End app
 - a. Collect and add all paper forms /orders (if applicable) for the undelivered report.
2. Use the table in the Unit Leader Portal to track sales by each Scout. This is how Trail's End will verify how much each Scout sold for the distribution of Amazon.com Gift Cards.
3. Place a take order in the Trail's End system on or before November 3, 2025. Don't forget to order those Heroes and Helper donations!
4. Pick up the popcorn order from the Council Office on November 14, 2025.
5. Distribute popcorn immediately to Scouts for delivery and payment collection (if applicable).
6. Pay the Unit's invoice to the Council by December 1, 2025. The amount due will be the total sales less the Unit's commission - this will be at the bottom of the unit invoice.
7. Units paying by check must send ONE check made out to Council. Checks made out to units cannot be accepted. These should be deposited into the unit's account and ONE check made out to the council. Payments by credit/debit card over \$500 will be charged a 3% processing fee.
8. Submit your Trail's End Rewards order through the Unit Leader Portal and the Amazon.com Gift Cards will be delivered electronically to the Scout's Trail's End account approximately five days after submitting your totals unless flagged for review.
9. Hold a Unit celebration for a job well-done -- have Scouts bring what they bought on Amazon and thank the Scouts, parents, and leaders!
10. Hold a session to discuss sale pros and cons to improve next year.
11. Remind Scouts on each Adventure your unit takes that POPCORN funded the Adventure.
12. Top Popcorn Families Recognition Form due December 15, 2025
 - Have two or more youth family members sell in the 2025 Popcorn Sale? Combine your Popcorn Sale Dollars to qualify as Buffalo Trace Council Top Family!



**Watch your email for newsletter reminders from
Buffalo Trace Council!**

Important Dates

July 23-24

Storefronts Open

August 29

Show & Sell Order Due in Trail's End System

September 15

Show & Sell Order Popcorn Distribution

September 19-21

Blitz Weekend, Sale Starts

**September 29,
October 6, 13, & 20**

Weekly Prize Campaigns

November 3

Take Order Due in Trail's End System

November 14

Take Order Popcorn Distribution

December 1

Top Popcorn Families Recognition Form Due

December 15

Popcorn Payments Due to Council

January 24, 2026

Popcorn Recognition & Scout Overnight with the Thunderbolts

INVOICES PAID AFTER DUE DATE CAN BE SUBJECT TO A 5% LATE FEE.
USE OF CREDIT CARD OVER \$500 WILL INCUR A 3% PROCESSING FEE
PLEASE MAKE UNIT PAYMENT CHECKS PAYABLE TO BUFFALO TRACE COUNCIL

OTHER RESOURCES

FUN ONLINE POPCORN KERNEL TRAINING

Whether a seasoned Kernel or brand new to the popcorn sale, every Unit will benefit from attending a webinar!

New Kernels

- 45 Minute Training + Q&A
- An introduction to the world of popcorn for all new Popcorn Kernels! Offering in depth training of the Unit Leader Portal, App and Best Practices to help get you started on the right foot!

Returning Kernels

- 30 Minute Training + Q&A
- Training on updates to the Unit Leader Portal, App and Best Practices.

VIEW THE FULL SCHEDULE & REGISTER AT
www.trails-end.com/webinars



Trail's End®
America's Best Popcorn

FRIENDLY FACEBOOK COMMUNITIES

A community of support for leaders

Get your questions answered and share ideas between Unit Leaders across the country about the program and the Trail's End popcorn fundraiser in the Trail's End Facebook Popcorn Community.

- Discover best practices with other Unit leaders and learn new popcorn sale ideas
- Have direct access to Trail's End when your Unit needs support and share ways Trail's End can serve your fundraising needs better.

JOIN Trail's End Facebook

www.facebook.com/groups/TEPopcornCommunity



FOLLOW US ON
FACEBOOK



JOIN
Buffalo Trace Council
Popcorn Kernels
Facebook

Join BTC Popcorn Kernel Page

www.facebook.com/groups/btcpopcornkernels

Check out the almost 100 Trail's End YouTube Videos for popcorn sales tips and tricks.

www.youtube.com/user/TrailsEndScouting





www.buffalotracecouncil.org/popcorn-1

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are approximately 20 lines visible. The paper has a slight shadow on the right side, suggesting it's resting on a surface.

KERNEL GUIDE 2025
EVERYTHING YOU NEED TO KNOW ABOUT THE POPCORN SALE