



# POPCORN TITANS LONGHORN COUNCIL



SCOUTING AMERICA  
**LONGHORN COUNCIL**

**Trail's End®**

# LAST YEAR'S TOP SELLING LONGHORN COUNCIL UNITS

| Unit         | Total Sales | District        |
|--------------|-------------|-----------------|
| 1. Pack 1910 | \$60,101    | Mustang         |
| 2. Troop 60  | \$53,045    | Frontier Trails |
| 3. Pack 76   | \$52,200    | Brazos Valley   |
| 4. Pack 221  | \$33,199    | Leon Valley     |
| 5. Pack 192  | \$29,728    | Frontier Trails |
| 6. Troop 451 | \$27,267    | Orion           |
| 7. Troop 276 | \$26,694    | Arrowhead       |
| 8. Pack 367  | \$26,333    | Orion           |
| 9. Pack 210  | \$25,975    | Leon Valley     |
| 10. Pack 396 | \$24,014    | Arrowhead       |

# 2024 TOP SELLING LONGHORN COUNCIL SCOUTS

| Scout          | Total Sales | Unit        | District        |
|----------------|-------------|-------------|-----------------|
| 1. Raymond S.  | \$15,046    | Troop 192-B | Frontier Trails |
| 2. Braden W.   | \$14,062    | Pack 1910   | Mustang         |
| 3. Elliott M.  | \$10,182    | Pack 76     | Brazos Valley   |
| 4. Aaron S.    | \$10,124    | Pack 192    | Frontier Trails |
| 5. Adam D.     | \$10,102    | Troop 451   | Orion           |
| 6. Lucy R.     | \$9,885     | Troop 380-G | Arrowhead       |
| 7. Legend R.   | \$9,061     | Pack 367    | Orion           |
| 8. Patrick F.  | \$8,120     | Pack 1910   | Mustang         |
| 9. Steven S.   | \$8,064     | Troop 60    | Frontier Trails |
| 10. Jackson G. | \$6,875     | Troop 554-B | Trinity Trails  |

# TABLE OF CONTENTS

|                                                         |        |
|---------------------------------------------------------|--------|
| Popcorn Calendar.....                                   | Page 2 |
| Popcorn Products & Details.....                         | Page 3 |
| Popcorn Commission Levels.....                          | Page 3 |
| Popcorn Rewards (Trail's End & Local) .....             | Page 4 |
| Trail's End Leader Information .....                    | Page 5 |
| Popcorn Safety Tips & Sales Tips, Ways to Sell...Page 6 |        |
| Popcorn Facebook Group.....                             | Page 6 |
| Show & Sell Details .....                               | Page 7 |
| Product Pickup & Distribution.....                      | Page 7 |
| Spotted Funding Their Adventures.....                   | Page 8 |
| Kernel To-Do-List.....                                  | Page 8 |
| Contact Information.....                                | Page 9 |
| Popcorn Titans Theme Song.....                          | Page 9 |



## POPCORN CALENDAR

**July 15, 16:** Virtual Council Kick-Off

**July 19:** Make Up Kick-Off, In-Person

**July 23:** Virtual Best Practices

**August 3:** Show N Sell Orders Due

**August 21 & 22:** Show N Sell Distribution

**August 24:** Week 1 Replenishment Order Due; Pick up 8/29

**August 31:** Week 2 Replenishment Order Due; Pick up 9/5

**September 7:** Week 3 Replenishment Order Due; Pick up 9/12

**September 14:** Week 4 Replenishment Order Due; Pick up 9/19

**September 21:** Week 5 Replenishment Order Due; Pick up 9/26

**September 28:** Week 6 Replenishment Order Due; Pick up 10/3

**October 5:** Week 7 Replenishment Order Due; Pick up 10/10

**October 12:** Final Replenishment Order Due; Pick up 10/17

**October 17:** Final Show & Sell Weekend

**October 19:** Take Orders Due

**November 7:** Take Order Distribution

**November 17:** Popcorn Money Due



# 2025 POPCORN PRODUCTS & DETAILS



WHITE  
CHEDDAR  
**\$25**



SALTED  
CARAMEL  
**\$25**



BUTTER  
POPCORN  
**\$20**



KETTLE  
CORN  
**\$20**



MICROWAVE  
BUTTER  
**\$25**



POPPING  
CORN  
**\$20**

| PRODUCT                              | ITEM PRICE  | CASE PRICE   | ITEMS<br>PER CASE | ITEM<br>PACKAGING | PRODUCT<br>AVAILABILITY |               |
|--------------------------------------|-------------|--------------|-------------------|-------------------|-------------------------|---------------|
|                                      |             |              |                   |                   | SHOW &<br>SELL          | TAKE<br>ORDER |
| <b>Salted Caramel Corn</b>           | <b>\$25</b> | <b>\$300</b> | <b>12:1</b>       | <b>Bag</b>        | <b>YES</b>              | <b>YES</b>    |
| <b>Butter Popcorn Bag</b>            | <b>\$20</b> | <b>\$240</b> | <b>12:1</b>       | <b>Bag</b>        | <b>YES</b>              | <b>YES</b>    |
| <b>Microwave Butter</b>              | <b>\$25</b> | <b>\$150</b> | <b>6:1</b>        | <b>Box</b>        | <b>YES</b>              | <b>YES</b>    |
| <b>White Cheddar Popcorn</b>         | <b>\$25</b> | <b>\$300</b> | <b>12:1</b>       | <b>Bag</b>        | <b>YES</b>              | <b>YES</b>    |
| <b>Sweet &amp; Salty Kettle Corn</b> | <b>\$20</b> | <b>\$240</b> | <b>12:1</b>       | <b>Bag</b>        | <b>YES</b>              | <b>YES</b>    |
| <b>Popping Corn</b>                  | <b>\$20</b> | <b>\$180</b> | <b>9:1</b>        | <b>Jar</b>        | <b>YES</b>              | <b>YES</b>    |

## POPCORN COMMISSION LEVELS

**35%** Base Commission for all units (30% for Online Sales)

**37%** Commission for units with total sales of \$15,000-\$24,999

**40%** Commission for units with total sales of \$25,000+

Please note, only Show & Sell and Take Order sales count toward your unit total sales. All online sales have a 30% commission. Commission percentages will not be adjusted until final invoices are distributed.



# TRAIL'S END REWARDS & LONGHORN COUNCIL INCENTIVES

## 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



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

## EARN MORE WITH HEROES AND HELPERS™

|                                | Points* (per \$1 sold)              |
|--------------------------------|-------------------------------------|
| <b>Heroes and Helpers</b>      | 1.75 (credit & online) / 1.5 (cash) |
| <b>App Credit &amp; Online</b> | 1.25                                |
| <b>App Cash</b>                | 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

| Levels | Points  | eGift Card<br>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

## COUNCIL-LEVEL INCENTIVES

**\$100 in Sales:** Popcorn Titans Patch

**\$100 in Donations:** Heroes & Helpers Patch

**\$1,600 in Sales:** \$25 Cinemark Gift Card

**\$3,250 in Sales:** 2 Tickets to Medal of Honor Museum

**\$4,500 in Sales:** 2 Tickets to Six Flags Theme Park

# TRAIL'S END LEADER INFORMATION

## PREP

### Register Your Unit

- Get started by registering
- New Leaders receive Leader Portal username after registration



<https://login.trails-end.com/unit-registration>

### Set Unit & Scout Goals

- Start by planning your program - ask Scouts what they want to do
- Use the goal setting tool to create a budget
- Set your fundraising goal to achieve your program plan



<https://wh-wf-training.s3.amazonaws.com/Goal%20Setting%20Tool.xlsx>

### Visit Leader Portal

- One place to manage everything!
- Reserve & manage Storefronts
  - Access training page
    - Leader & Scout videos, Kickoff Presentation, Scout & Parent Guide, Rewards flyer
  - Order popcorn & track inventory
  - View Scout sales in real-time
  - Submit rewards
  - Claim Unit payout



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

### Reserve Storefronts™

- Maximize sales by selecting "One Scout per shift"
- Entering a Unit goal is required to reserve (for participating Councils)
- Trail's End booked hours have \$300+ sales potential based on foot traffic & trained Scouts
- Reservations at Trail's End Storefronts from Fri-Sun that have no Scouts signed up for shifts will be auto-released each week at 8pm ET

#### RESERVATION SCHEDULE

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

| 8 PM ET | 2024 SALES | RESERVATIONS |
|---------|------------|--------------|
| July 22 | \$10k+     | 4            |
| July 23 | All Units  | 2            |
| July 24 | All Units  | Unlimited    |

### Rewards

- New eGift Cards\*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Earn more with one Scout & Parent shifts
- Scouts receive more points with Heroes and Helpers, app credit & online

### Scout Participation

- Explain "what's in it for Scouts / families" to participate
- Share goals & budget with parents
- All Scouts need a Trail's End account
  - Give Trail's End Unit Code to new Scouts to register
  - Returning Scouts use their 2024 username

\*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at [portal.trails-end.com/legal/terms](https://portal.trails-end.com/legal/terms). Identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older).

## SELL

### Best Practices

- You're not selling popcorn... you're selling Scouting!
- For Scouts...
  - Get a head-start with online sales in June/July
  - Record sales in Trail's End App
  - Enter donations received as Heroes and Helpers
  - Never ask customers to buy popcorn... it's to support you
- Ensure all shifts are filled or release for other Units
- Check Reserve Storefronts page on Thursdays at 8pm ET for auto-released hours

### Heroes and Helpers™

- Trail's End ships products to military personnel and their families, first responders & local food banks
- Automatically added to Unit orders each night
- Scouts earn 1.75 points (credit & online) and 1.5 points (cash) per \$1 Heroes and Helpers sold

### Trail's End App - Credit Sales

- Faster, safer, higher sales, & Trail's End pays all fees!
- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware required
  - Square Bluetooth & magstripe readers are compatible
  - Scouts can type cards manually
  - Scouts can share orders with customers to checkout on their device

### Cash to Credit™

- Scouts receive an additional 0.25 point for every cash dollar converted to credit
- Points for Storefront cash converted are split among Scouts working the store that day
- Parents keep the cash and use their card to convert
- Leaders use their card to convert cash returned from Storefronts

## WRAP UP

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate & enjoy your Scouting year!

Thank you for choosing Trail's End!



### SUPPORT & FAQs

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



### JOIN TRAIL'S END POPCORN COMMUNITY ON FACEBOOK

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

## POPCORN SAFETY TIPS

- When selling popcorn in your neighborhood, always have an adult or buddy with you.
- Never enter a stranger's house.
- Keep checks and cash in a separate envelope with your name on it.
- Always walk on the sidewalk whenever possible.
- Never sell at night.
- Always be courteous.

## WAYS TO SELL

### SHOW & SELL

Arrange Show & Sell locations at local storefronts, chartered organizations or community gatherings. A table, some popcorn, and smiling Scouts will draw in customers to buy their popcorn. Plan and communicate dates and locations with your pack or troop.

### TAKE ORDER

This is the door-to-door sale with your paper Order Form or using the Trail's End Take Order feature in the app on your phone. Scouts can use this simple script to build their confidence and salesmanship!

**Hello my name is \_\_\_\_\_.  
I am a Scout with Pack/Troop \_\_\_\_ in \_\_\_\_\_.  
We are selling gourmet popcorn to raise  
money for our unit to attend camp. Will you  
help support my Scouting adventures?**

### WAGON SALES

Direct sales to family, friends, and neighbors use on-hand products from the unit's Show & Sell order (with adult supervision).

### ONLINE

It's easier than ever with the new Trail's End popcorn page. Head over to [www.trails-end.com](http://www.trails-end.com), register your Scout, and then they can begin setting up their own personal web page. "Share" the page with the handy links through all social media and email. It's a snap!

## POPCORN SALES TIPS

1. Set a sales goal.
2. Sign-up for a Show & Sell at a local storefront.
3. Use the App to accept card payments
4. Don't ask people to buy popcorn, ask them to support Scouting!
5. Ask your relatives, neighbors, and non-Scout parents to support you by buying popcorn.
6. Take a popcorn order form to your place of worship and ask people to buy popcorn. (Get permission first.)
7. Ask your parents if they can take a popcorn order form to work and ask their coworkers to support your popcorn sale
8. Ask a parent or a fellow Scout to go door-to-door with you in your neighborhood to ask people to buy popcorn.
9. Ask your parents or relatives if they would like to give out popcorn as a gift during the holiday season.
10. Always wear your uniform and say THANK YOU!

## POPCORN FACEBOOK GROUP

Join our Facebook Group:  
**Popcorn-Longhorn Council**  
Connect with other Kernels,  
ask questions, and find units for popcorn transfers





# SHOW & SELL DETAILS

## Important Show & Sell Details

- Unit must enter a sales goal to secure needed sites
- Hours released to unit based on sales goal to limit hoarding of locations
- Unit doesn't have Scouts assigned by Thur at 8pm ET, Fri / Sat / Sun sites get released for other leaders to claim
- Reservations at 3 - 10 hours
- Reservations open 7pm CST (8pm ET)

## Show & Sell Reservation Details

### White-Glove Program for the \$50K+ Sellers

- Dedicated team member to ensure needs are met with locations & times

### Storefront VIP Program for the \$20K+ Sellers

- Locations provided to meet goal
- \$20K+ sellers will see locations / days that are being pre-assigned in June

**Tuesday July 22**, \$10k+ in sales will be able to make 4 reservations

**Wednesday July 23**, all units will be able to make 2 reservations

**Thursday July 24**, it is opened up to all units unlimited

# PRODUCT PICKUP & DISTRIBUTION

**August 21 & 22:** Show & Sell Distribution

**August 24-October 12:** Weekly Replenishment Orders due by 11:59 PM each Sunday

**August 29-October 17:** Weekly Popcorn Replenishment Pick-up (Fridays)

**Sunday, October 19:** Take Orders due by 11:59 PM

**November 7:** Take Order Distribution

**Northern units** will pick up products at Driveline Retail Merchandising: 12pm-7pm for Show & Sell Distribution and 12pm-6pm for weekly replenishment distribution (Fridays)

### Driveline Retail Merchandising

700 Freeport Pkwy  
Coppell, TX 75019

**Southern units** will pick up products at the Waco Longhorn Council Service Center or Central Transportation Systems. Times will be coordinated by Southern Service Area Scouting professionals.

### Waco Longhorn Council Service Center

300 Lake Air Dr.  
Waco, TX 76710

### Central Transportation Systems

4800 Roy J. Smith Dr.  
Killeen, TX 76543

# SPOTTED FUNDING THEIR ADVENTURES

Throughout the sale, we want to feature photos of your Scouts while they fund their adventures.

Photos can be sent to Kevin Wassie, Longhorn Council Communications & Marketing Director:  
[Kevin.Wassie@Scouting.org](mailto:Kevin.Wassie@Scouting.org)



Scan to follow  
Longhorn Council  
on Facebook &  
Instagram



## KERNEL TO-DO-LIST

- ☐ Attend or participate virtually the popcorn sales Prep Rally / Planning Conference.
- ☐ Formulate a popcorn sales plan that includes the three methods of selling popcorn: Take Order Form, Show & Sell and Online.
- ☐ Create a timeline of when all order forms, popcorn monies and Scout prize forms will be due. Be sure to consider the calendar on Page 2 of this guide.
- ☐ Download the Trails End App.
- ☐ Have Scouts create an online selling account
- ☐ Load your unit Show & Sell Shifts into the Trail's End App.
- ☐ Hold a unit kick off meeting for parents to inform and motivate them to help with your unit's sale.
- ☐ Prepare hand-outs for your unit kick off meeting for both leaders and Scouts.
- ☐ Promote corporate popcorn sales with your parents. They can take an order form to work and help boost their Scout's sales.
- ☐ Complete the unit product order form and submit online. Keep photocopies of your Scouts' take order forms so they can be used the following year.
- ☐ Coordinate your unit's popcorn pick-up and distribution.
- ☐ Distribute prizes upon receipt in a timely manner.
- ☐ Celebrate your unit's success and use the money raised to provide awesome program opportunities for your Scouts to enjoy!

## CONTACT INFORMATION

### **Joe Macy**

Longhorn Council Kernel  
Joe.Macy@gmail.com  
(940) 293-7513

### **James Clark**

Popcorn Staff Advisor  
(817) 231-8516  
James.Clark@Scouting.org

### **Kathy McLean**

Administrator & Finance  
(817) 231-8561  
Kathy.McLean@Scouting.org

**For a complete list of District Popcorn Kernels, please  
visit our website: [longhorncouncil.org/popcorn](http://longhorncouncil.org/popcorn)**



## POPCORN TITANS THEME SONG

