



**Longhorn Council**

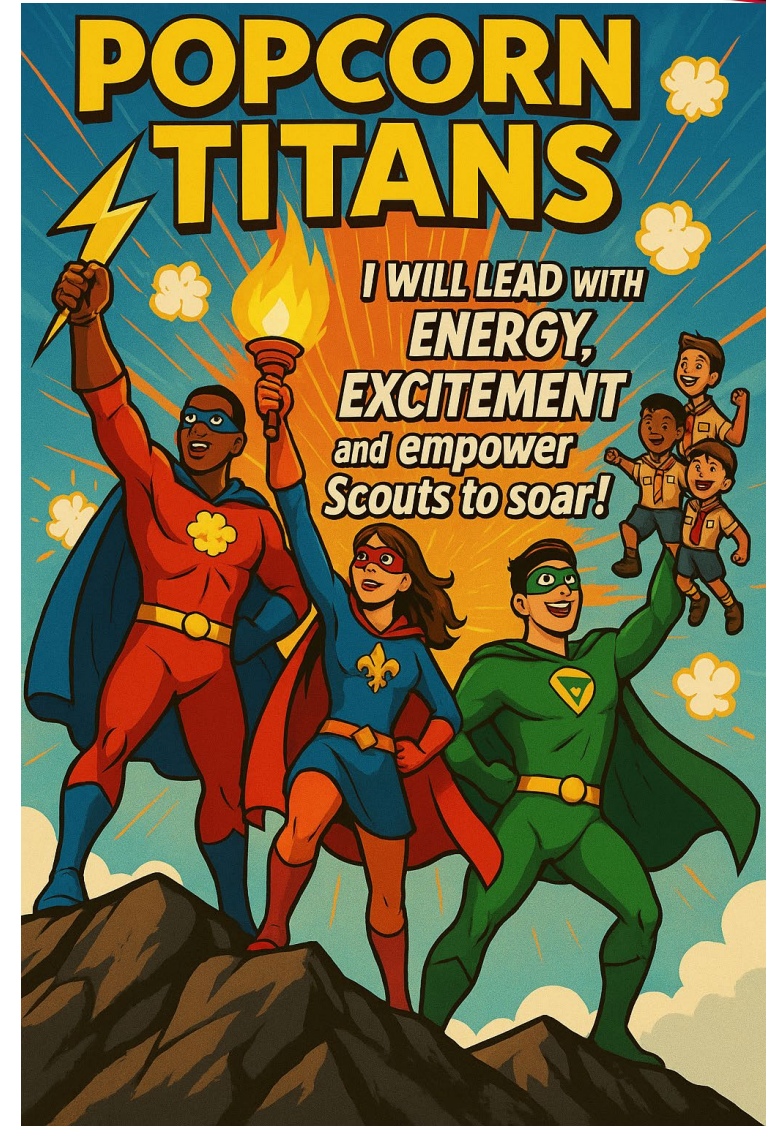
**2025 Popcorn Kickoff – The Popcorn Titans Assemble!**

***Trail's End***<sup>®</sup>

# Welcome Heroes! Popcorn Titan Oath & Theme Reveal

*Trail's End*®

- Our mission: Fund epic adventures through popcorn
- Popcorn Titan Oath: 'I will lead with energy, excitement, and empower Scouts to soar!'
- Unveil this year's superhero theme and song





# What's Your Superpower?

*Trail's End*®

- Sales? Organization? Motivating Scouts?
- Every leader here brings a unique power to help Scouts succeed



# Scout Excitement: How to Make Them Feel Like Heroes

- Host a fun, themed unit popcorn kickoff
- Use superhero language & prizes to motivate
- Celebrate every sale and recognize top performers





# Fueling Adventures & Empowering Scouts

*Trail's End*®



**BECOME  
DECISIONS MAKERS**



**LEARN MONEY  
MANAGEMENT**



**BECOME  
GOAL SETTERS**



**BECOME FUTURE  
ENTREPRENEURS**



**LEARN  
PEOPLE SKILLS**

## Benefits for Scouts

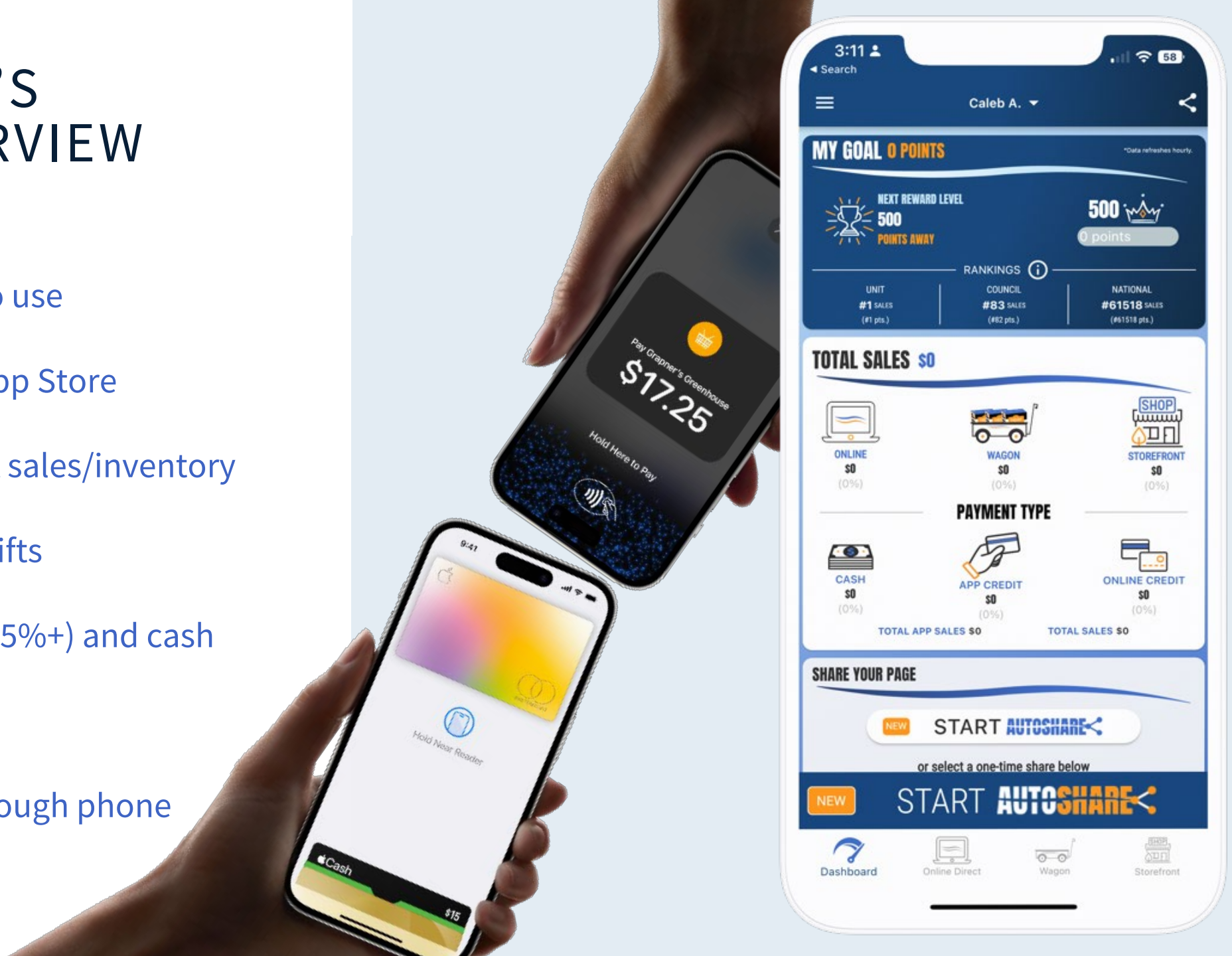
- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon eGift Cards
  - Millions of prize choices
  - Scouts choose the prizes they *want*

## Scouts Learn

- How to help others around them
- Public speaking & math skills
- Salesmanship & perseverance
- How to earn their own way
- The value of hard work
- How to handle rejection

# TITAN TECH TOOLS: TRAIL'S END APP OVERVIEW

- Point of Sale System
- Saves time and easy to use
- Google Play & Apple App Store
- Tracks real-time Scout sales/inventory
- Manages storefront shifts
- Accepts credit cards (85%+) and cash
- All CC Fees paid by TE
- Tap to pay directly through phone

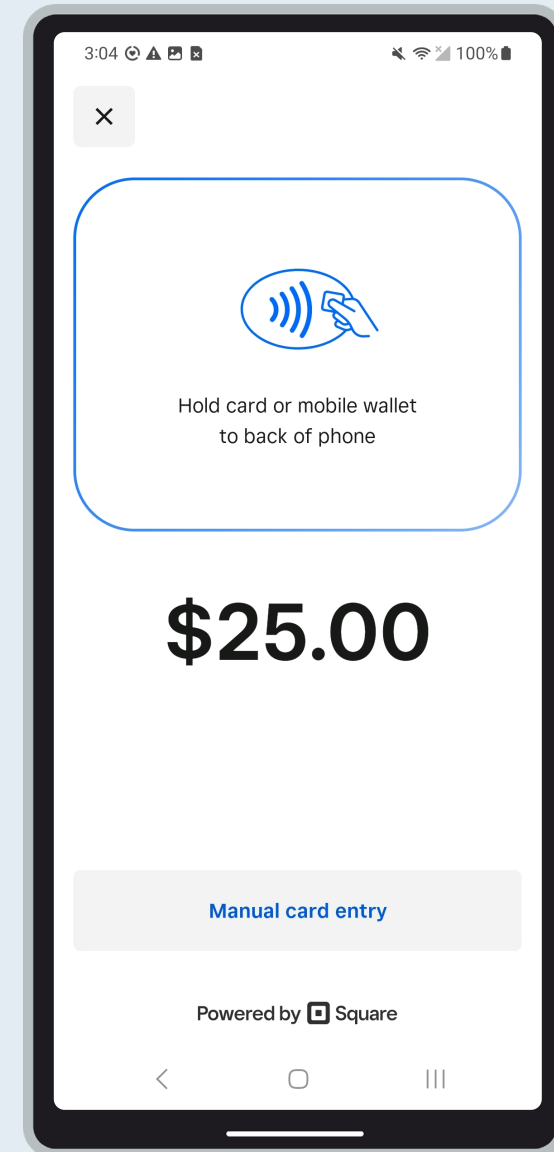




# TAP TO PAY:

## Fast, Easy, Super-Powered Sales

- ✓ Available for iPhones and Android phones
- ✓ Pilot parents rated the ease of Tap to Pay a 4.3/5
- ✓ “Tap to pay is a game changer!”



# STOREFRONT SUPER STRATEGY: HOW TO MAXIMIZE SALES

TE has booked thousands of hours to date

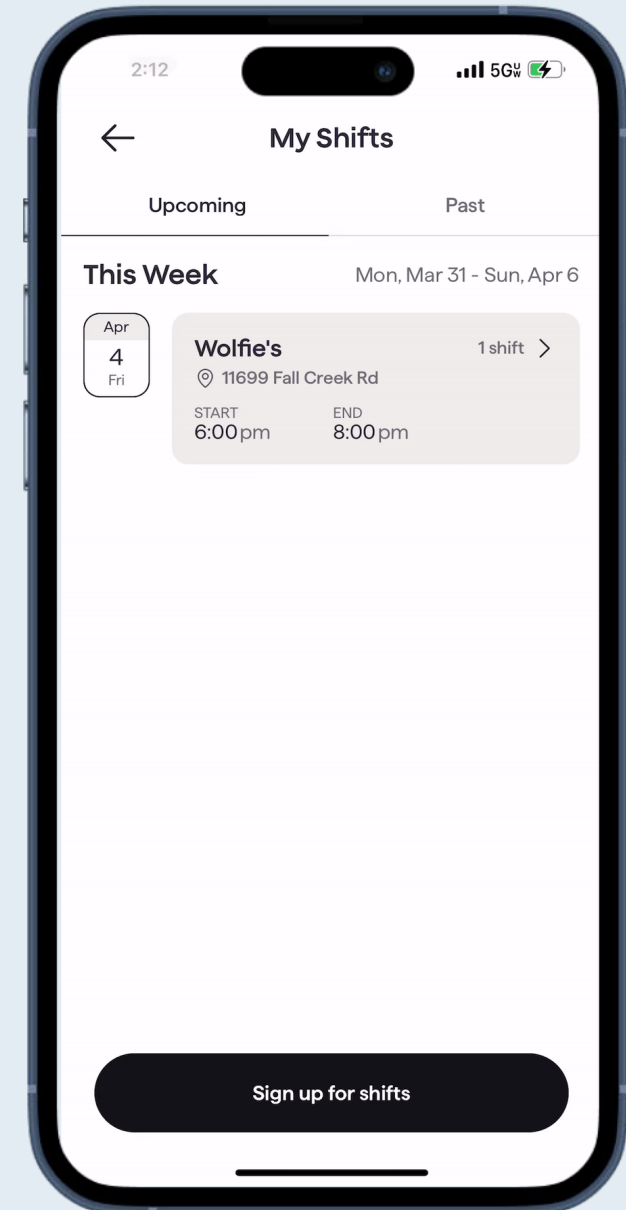
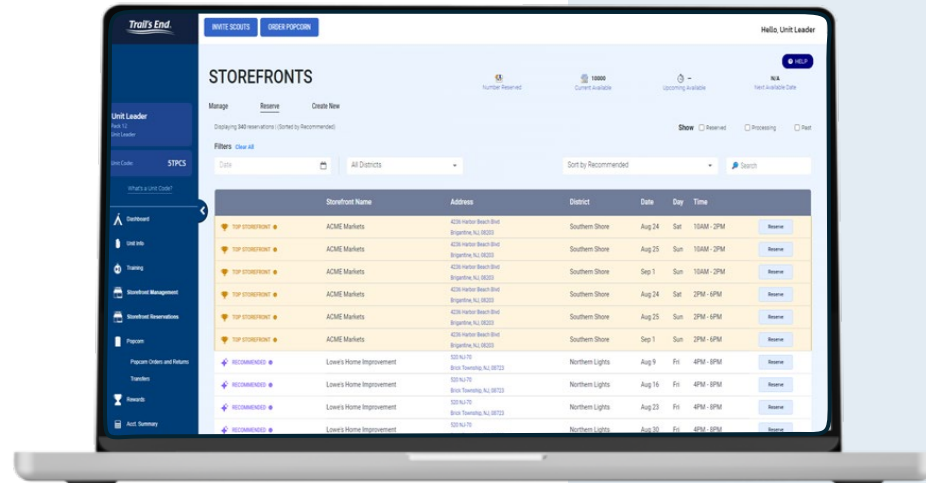
Leaders can reserve in TE Unit Portal

Scouts sign up for shifts in the App

VIP service for top units

Store Examples:

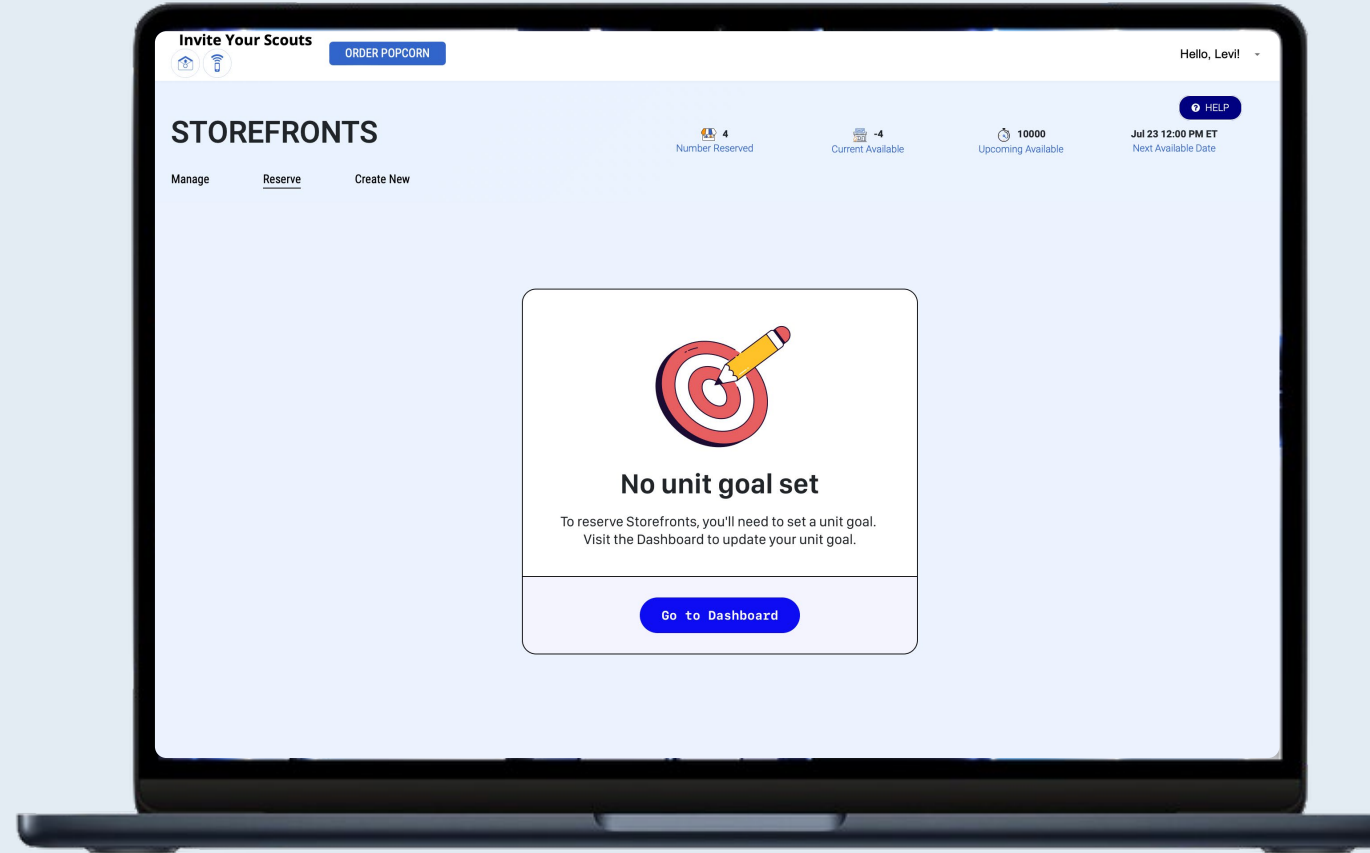
- Lowe's
- Walmart
- Sam's Club
- Bass Pro
- Texas Roadhouse
- Kroger





# STOREFRONT EFFICIENCY

- ✓ New claiming queues per council for faster reservation times
- ✓ Updated reservation time – 8 pm (ET)
- ✓ Goal required to reserve storefronts
- ✓ Guidance on storefront hours needed to reach goal
- ✓ Auto-release on Thursdays at 8 pm (ET) for Fri - Sun reservations
  - 38% of weekend hours were claimed in 2024 and not used by Scouts



# VIP Programs for Super Sellers



- 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



# 2025 Storefront Program



Reservation Schedule			
Weekday	Dates	2024 Unit Sales	Reservations
Tuesday	7/22/2025	\$10k+ total sales	4
Wednesday	7/23/2025	All Units	2
Thursday	7/24/2025	All Units	Unlimited
Reservations are 3-10 hours			
Reservations open 8pm ET			

- 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

# Storefront Best Practices

*Trail's End*®

## One Scout and their Parent - Making \$300+ hour a Reality!

### Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 6-foot table & banner
- Cash box with small bills.
- Scout should use the restroom before shift.
- Place products highest to lowest.
- NEVER put prices on table.

### Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

### Parent Role

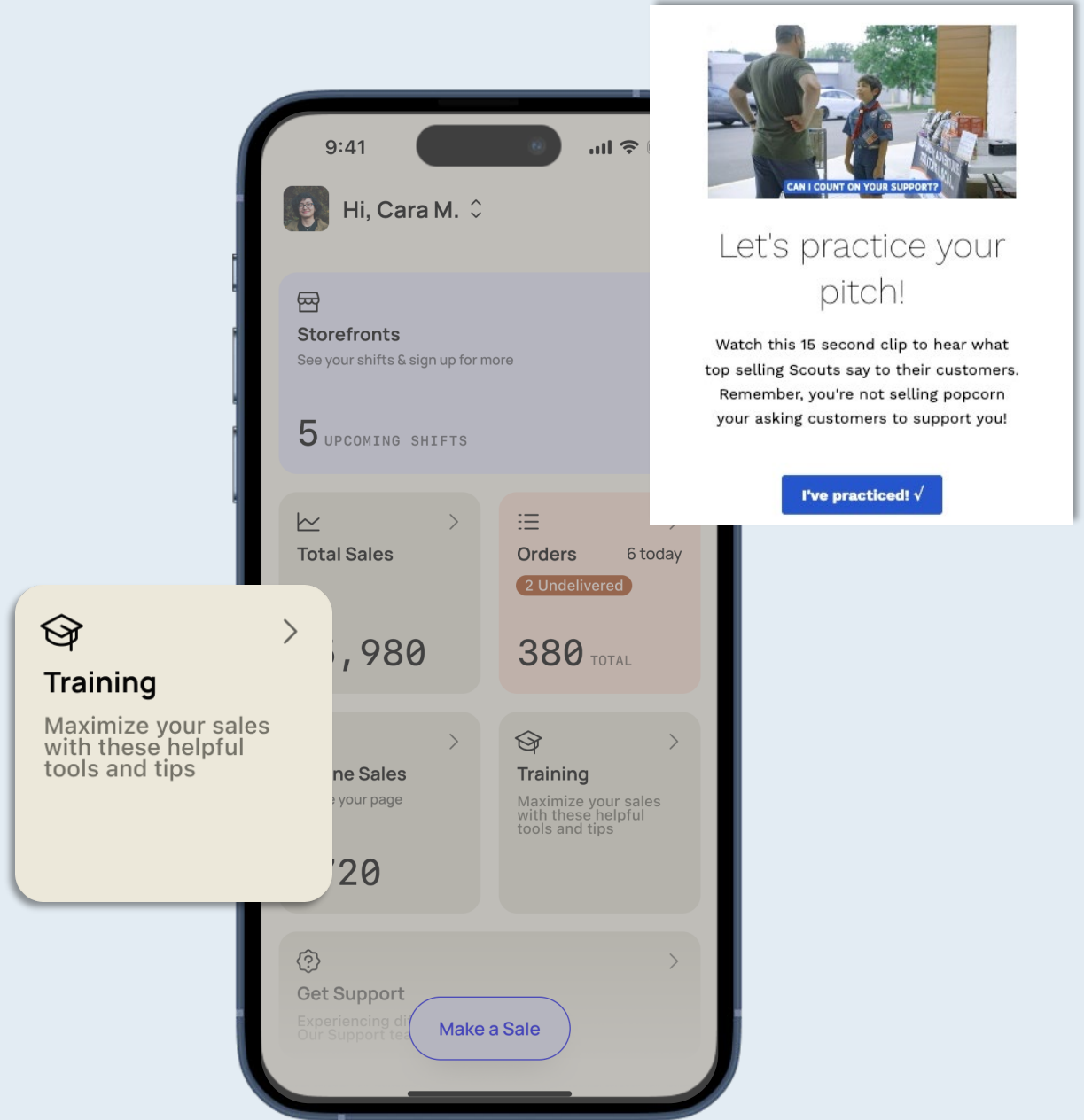
- Encourage your Scout to keep asking. "No's" happen, that's okay!
- Handle table and products setup.
- Stand and thank everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.



Trail's End App

# TRAINING Heroes

- ✓ Training is proactively recommended to Scouts in the app
- ✓ We track Scout's interaction with training
- ✓ We'll use data to recommend follow-up training when Scouts need it



Trail's End

# TRAINING Heroes

- ✓ Leader webinar sessions starting  
July 10 through August 14  
(18 dates to choose from)
- ✓ Scout webinars starting August 7  
through August 26  
(8 dates to choose from)



Trail's End

# **TRAINING Heroes**

**Go to...**

**<https://portal.trails-end.com/webinars>**

**..to enroll for a 2025 webinar!**



# How Every Scout Can Be a Sales Hero

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***“Hi! My name is \_\_\_\_\_ and I’m  
earning my way to \_\_\_\_\_.  
Can I count on your support?”***

***“Will you help me/us get to \_\_\_\_\_?”***



# Scout Sales Pitch

*Trail's End*®

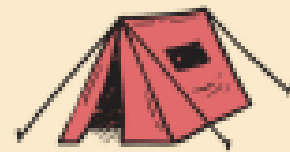
***Important!***

Remember:

**NEVER, NEVER, NEVER** ask customers to buy popcorn.  
It's to support You!

★ 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.”

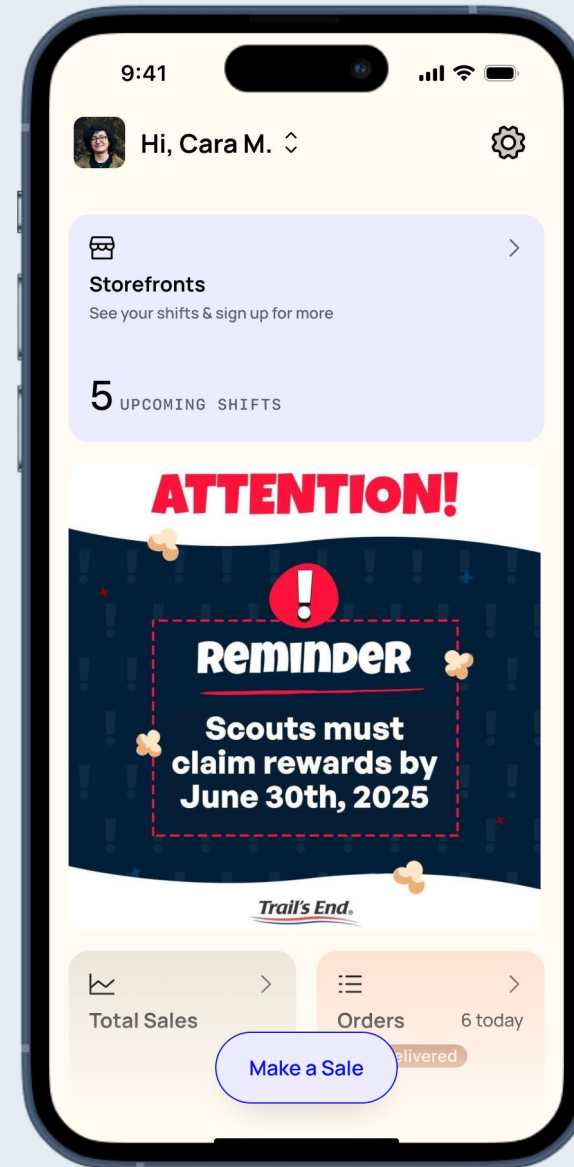


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Trail's End App

# NOTIFICATIONS

- ✓ Push notifications alert Scouts when not in the app
- ✓ Promotion center reaches all Scouts, even those not opted into push
- ✓ Promotion center allows Scouts to return to messages

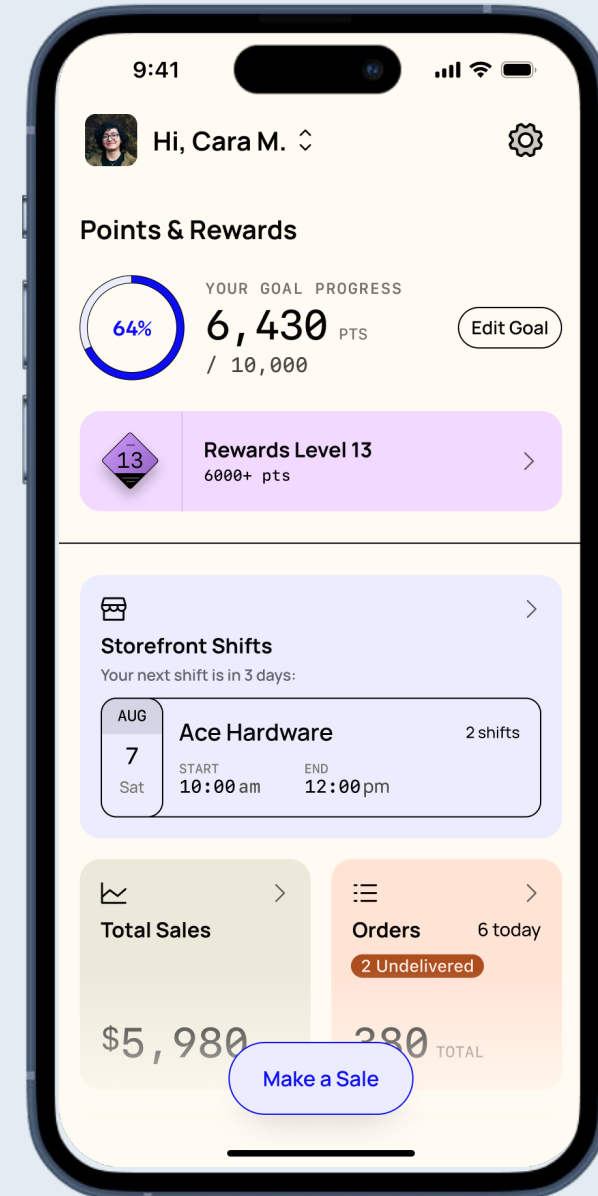


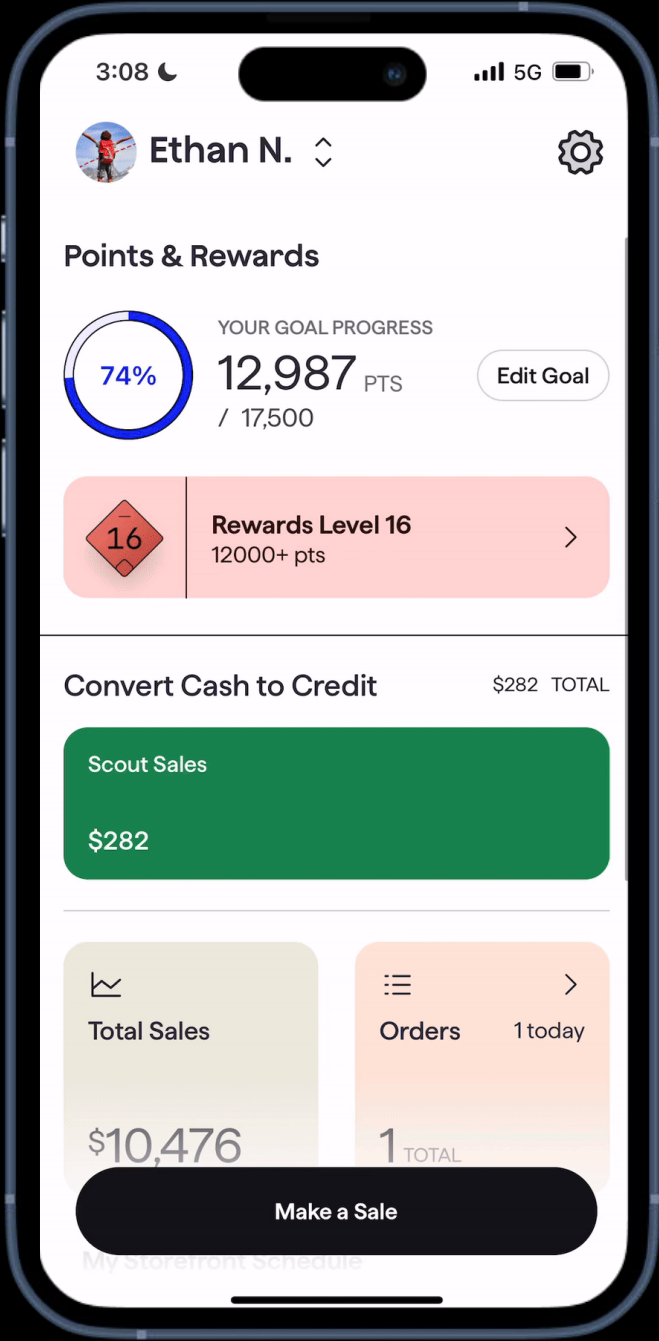
Trail's End App

# DASHBOARD

✓ Single screen for all key actions:

- Make a sale
- Goal and rewards
- Cash to Credit
- Storefronts
- Sales data
- Orders
- Online sales
- Training





3:08

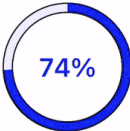
5G



Ethan N.



Points & Rewards



YOUR GOAL PROGRESS

12,987 PTS  
/ 17,500

Edit Goal

16

Rewards Level 16  
12000+ pts



Convert Cash to Credit

\$282 TOTAL

Scout Sales

\$282



Total Sales

\$10,476



Orders

1 today

1 TOTAL

Make a Sale

My Storefront Schedule



# IN-APP GUIDES

Successful fundraising starts with a goal!

Units must have a goal this year to reserve Storefronts™

Need help setting your goal? Use this guide to plan your program, create a budget, and determine your goal.

[Download Planning Guide](#)

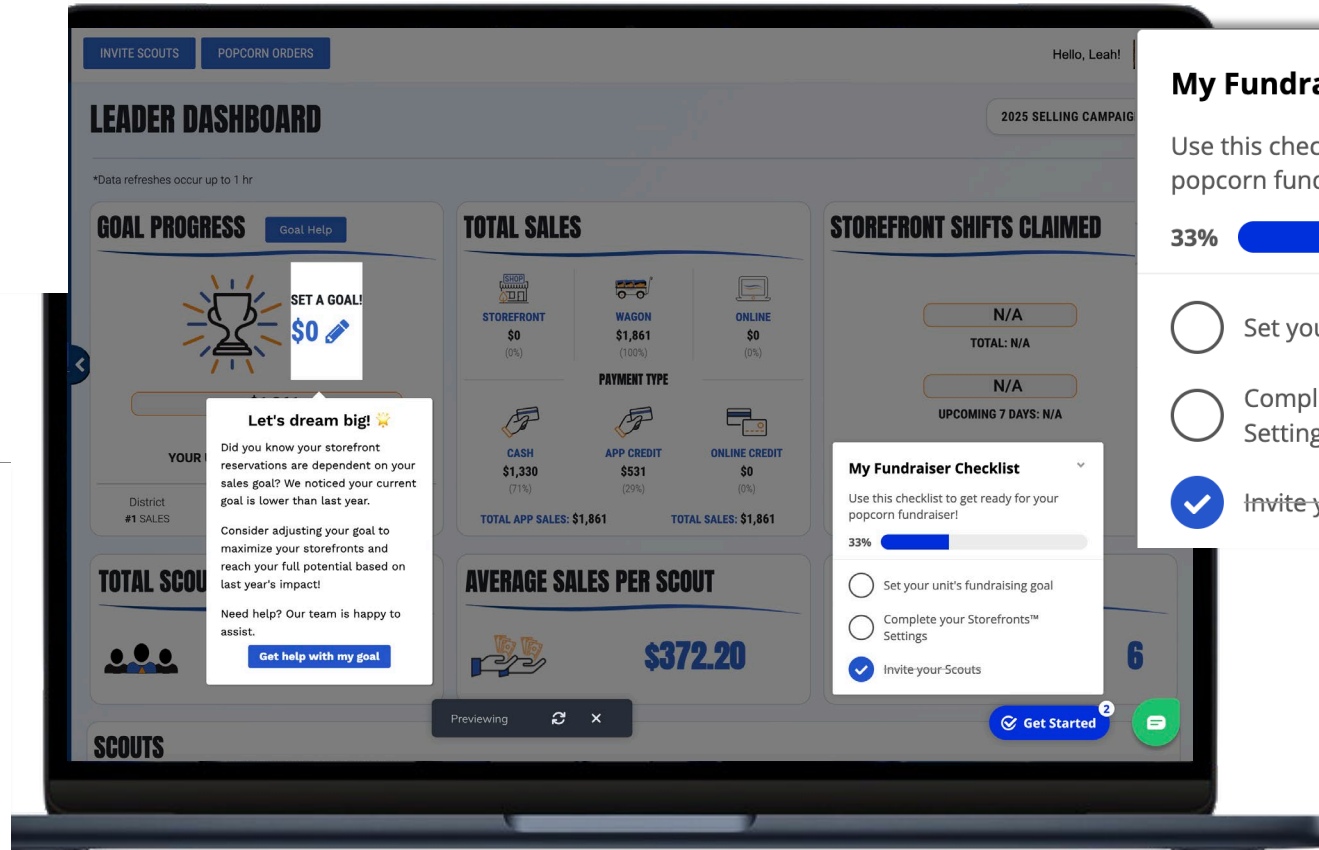
Let's dream big! 🌟

Did you know your storefront reservations are dependent on your sales goal? We noticed your current goal is lower than last year.

Consider adjusting your goal to maximize your storefronts and reach your full potential based on last year's impact!

Need help? Our team is happy to assist.

[Get help with my goal](#)



## My Fundraiser Checklist

Use this checklist to get ready for your popcorn fundraiser!

33%

- ☐ Set your unit's fundraising goal
- ☐ Complete your Storefronts™ Settings
- ☒ Invite your Scouts

# IN-APP GUIDES: GOAL SETTING



## 2025-2026 Ideal Year of Scouting

Cost per Scout:	\$85	Unit Sales Goal:	\$0
Scouts:	-	Scout Sales Goals:	\$0
Total Cost:	\$0	Unit Commission \$:	\$0

## Successful Fundraising Starts with Why!

Your Scouts & parents must understand "what's in it for them" and costs. Use this sheet to plan your program, create a budget, and set goals. Remember... you're NOT selling popcorn... you're selling Scouting!

Step	Unit Information	
1	Unit Name:	
	Number of Scouts:	
	Unit Commission %:	

Step	Annual Costs		
	Cost	Uncheck to Exclude	Cost per Scout
2	Scouting America Membership Fee	<input checked="" type="checkbox"/>	\$85
	Local Council Membership Fee	<input checked="" type="checkbox"/>	[Enter Cost]
	Unit Dues	<input checked="" type="checkbox"/>	[Enter Cost]
	Advancements*	<input checked="" type="checkbox"/>	[Enter Cost]
	Gear	<input checked="" type="checkbox"/>	[Enter Cost]
	Scout Life Magazine	<input checked="" type="checkbox"/>	[Enter Cost]
	[Enter Other Costs]	<input checked="" type="checkbox"/>	[Enter Cost]
	[Enter Other Costs]	<input checked="" type="checkbox"/>	[Enter Cost]

\*Approximate cost of belt loops, patches, blue cards, etc.

Step	Activities			
	Activity	Uncheck to Exclude	Activity Date	Cost per Scout
3	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]

Activity Ideas	
Backpacking Trip	National Jamboree
Bicycle Rodeo	NYLT
Blue & Gold	Pinewood Derby
Camporee	Pool Party
Canoe Trip	Raingutter Regatta
Caving Trip	Recruiting Event
Day Camp	Rocket Launch
Fall Family Overnight	Roller / Ice Skating
Fishing Event	Scout Night @ Sporting Event
Halloween Party	Sledding / Ski Trip
High Adventure	Spring Family Overnight
Hiking Trip	Summer Camp
Holiday Party	University of Scouting
Horse Riding	Webelos Troop Visit
Merit Badge University	Wood Badge

# Plan Your Heroic Year of Scouting

*Trail's End*®

## Units Set Their Budget!

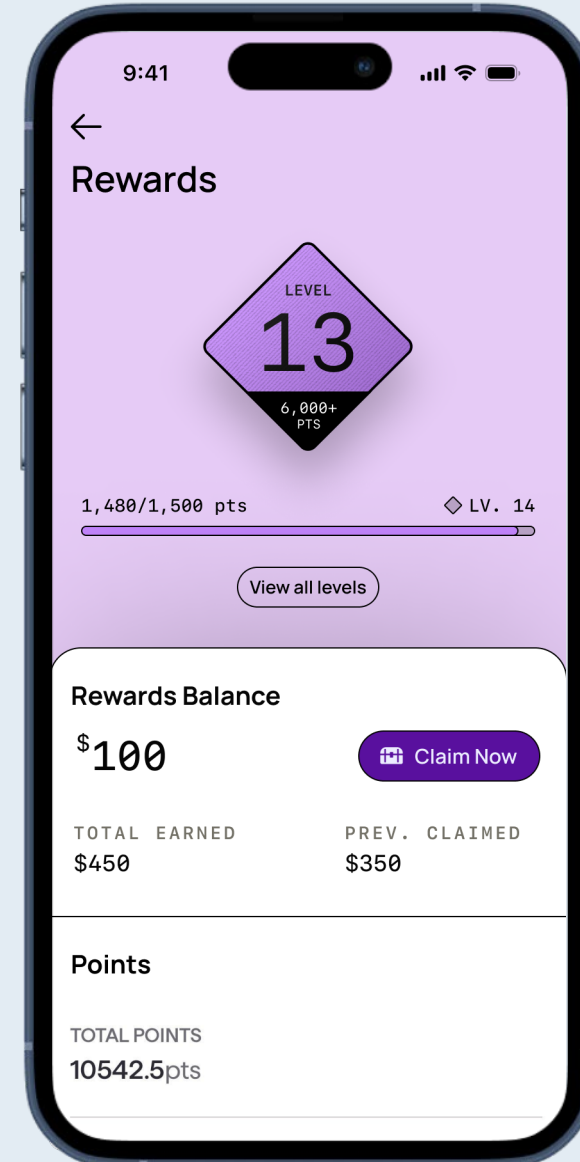
- Total Program Costs ÷ Unit Commission = Unit Sales Goal
- Unit Sales Goal ÷ Number of Kids in Unit = Scout Sales Goal
- Hit Scout Sales Goal = **100% PROGRAM FUNDED !!**



Trail's End App

# REWARDS

- ✓ New: Levels help Scouts celebrate their progress
- ✓ Easily claim rewards to access more gift card options
- ✓ See details on the points they've earned
- ✓ Access their claim history



# TRAIL'S END APP

## SCOUT REWARDS

### EARN MORE WITH HEROES AND HELPERS™

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

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 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

## SCOUT REWARDS

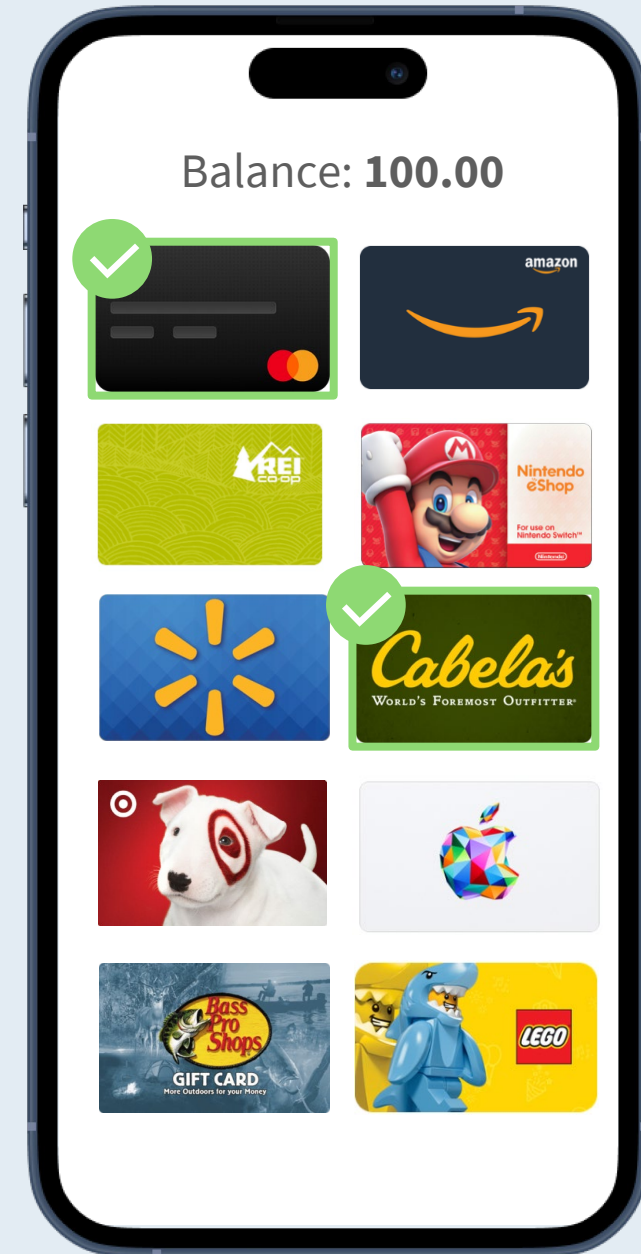
### MAXIMIZE THE POINTS YOUR SCOUTS WILL GET!

- **EMPHASIZE CREDIT CARDS** WITH CONSUMERS WHEN MAKING A SALE (1.25pts per \$1 sold) ✓
- CONVERT **CASH SALES TO CREDIT** (1.25pts per \$1 sold)
- **SUBMIT DONATIONS** TO HEROES & HELPERS  
(1.75pts for credit / 1.5pts cash per \$1 sold)
- **SELL \$500 ONLINE** AND GET 250 BONUS POINTS

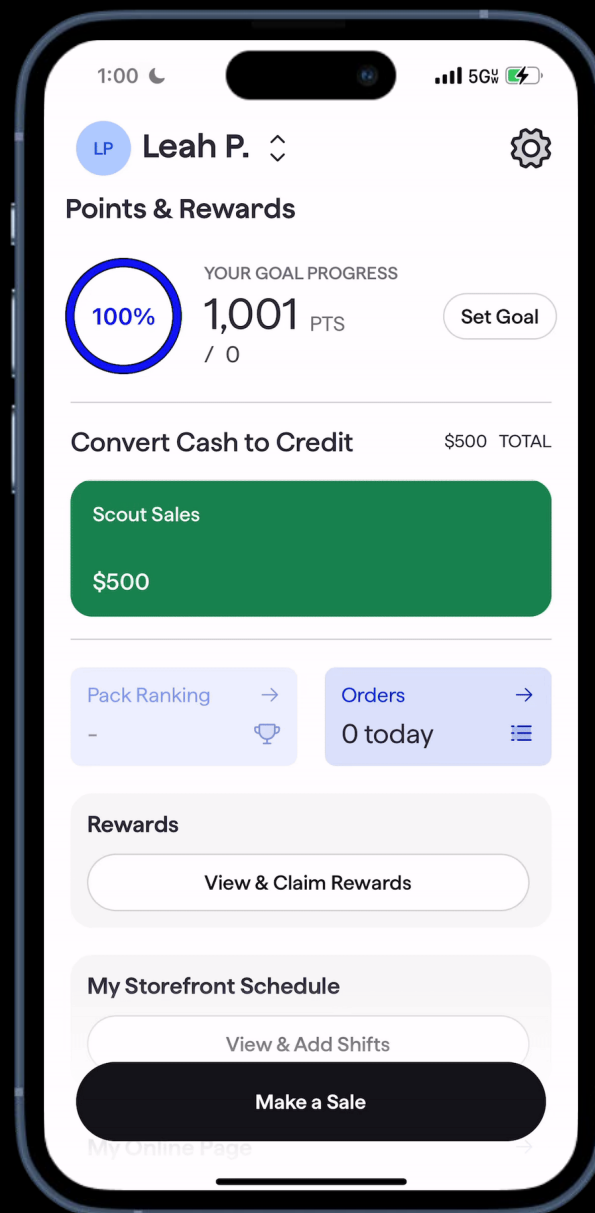
## TRAIL'S END APP

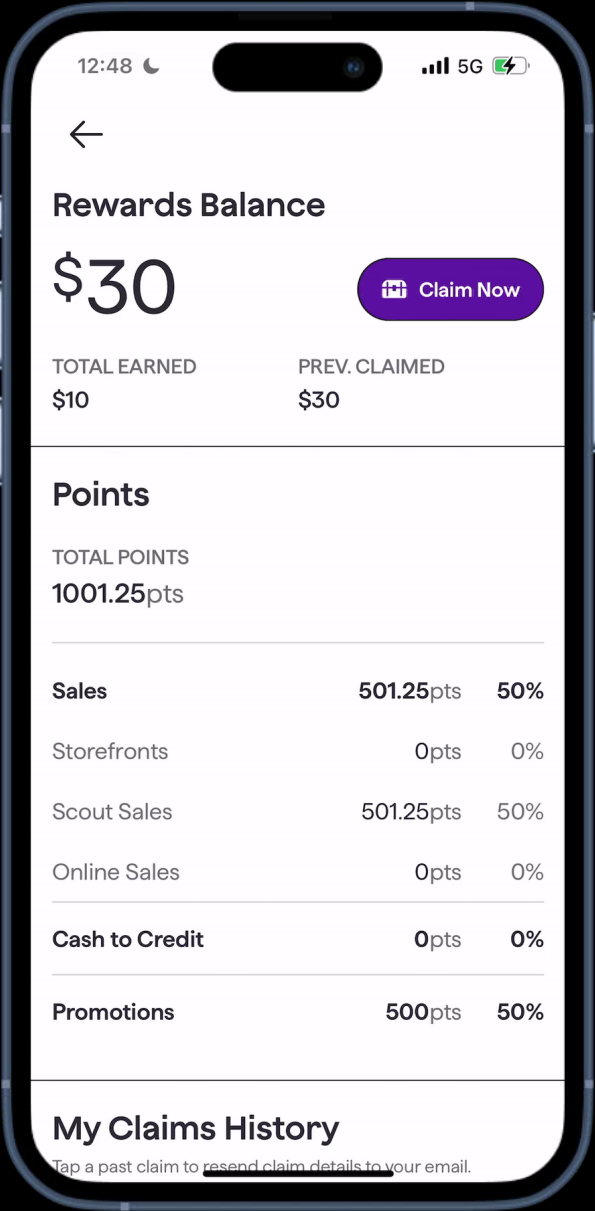
# SCOUT REWARDS

- ✓ Additional gift card options
- ✓ Scouts can split their rewards across multiple gift cards
- ✓ No approving, receiving, distributing, or replacing prizes.
- ✓ Uncapped levels to incentivize top sellers.



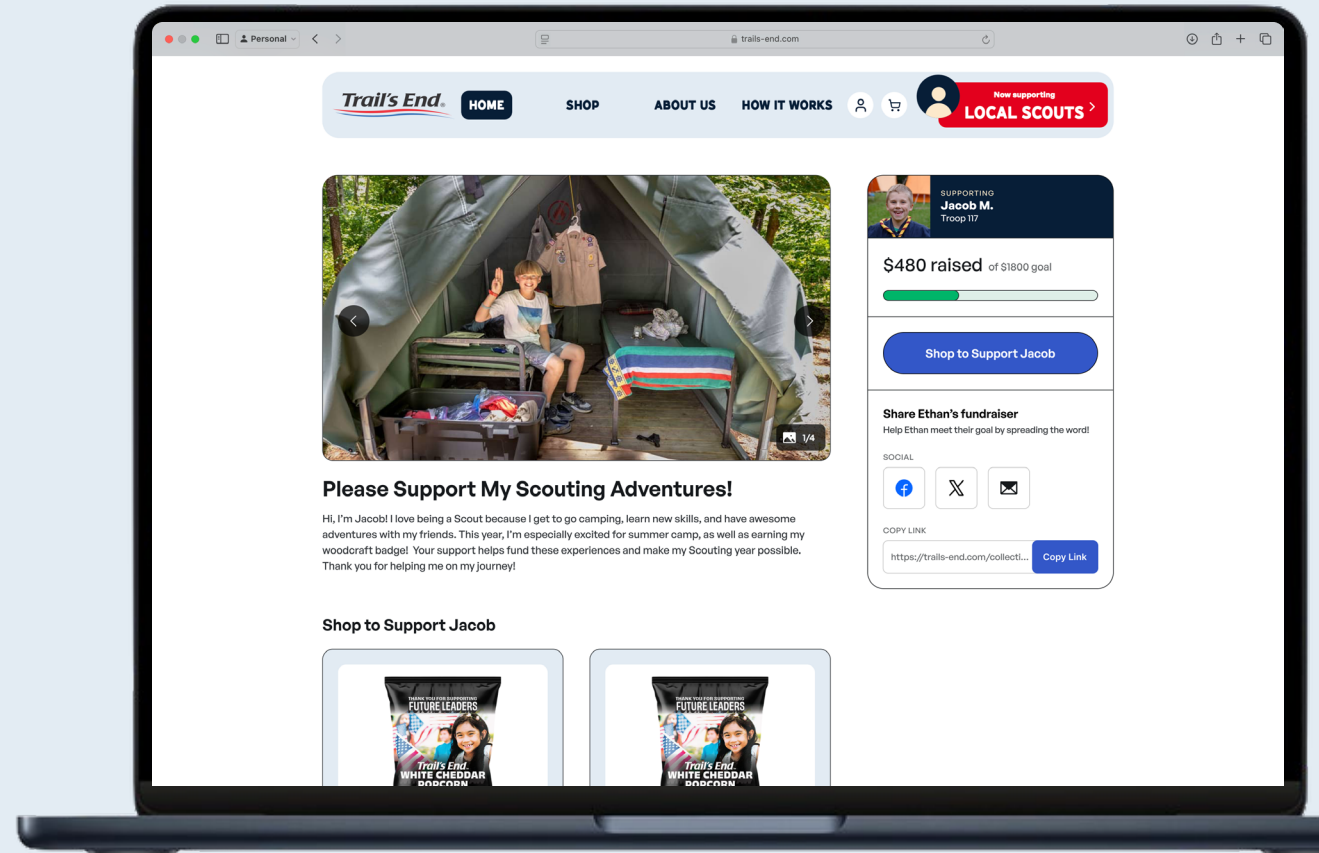






# TRAIL'S END ONLINE

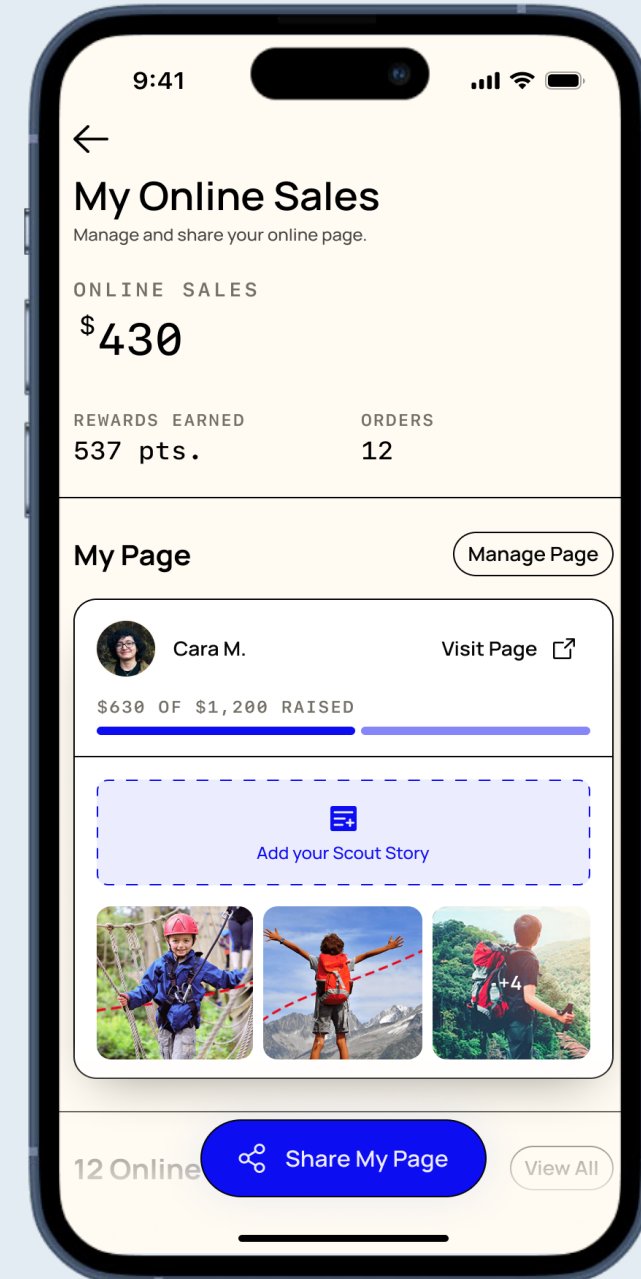
- ✓ Redesigned Scout pages that:
  - Emphasize the Scout and their story
  - Allow consumers to share the Scout's pages with their network



Trail's End App

# ONLINE SALES

- ✓ Share is the primary action for Scouts
  - Past customers
  - Text
  - Email
  - Social
- ✓ Scouts are guided to personalize their page with new empty states to help them get started





# FOR UNIT LEADERS

## AUTOMATED PAYOUTS

- ✓ Units can claim as they sell or receive their payout automatically on 12/12
- ✓ Units are reminded to update their bank information after they order

How would you like to receive the unit payout?

- Deposit to unit's bank account
- Send to the council to distribute to the unit

Return to Account Summary	
DUE TO COUNCIL	
Prior Year Balance Due to/from Council	\$82,073.74
Traditional Retail Ordered	\$183,874.00
Traditional Commission Earned	\$64,355.90
Amount Due to Council	\$119,518.10
Payments made by unit	\$81,917.30
Council Issued Credits and Debits	-\$9.99
System Credits & Debits Applied to Council Invoice	-\$146.45
Balance forwarded to Current Year	\$82,073.74
Current Due to/from Council	\$201,435.40
UNIT PAYOUT AVAILABLE	
Prior Year Balance Forward	\$0.00
System Credits	
Online Sales Commissions	\$37.45 >
App Credit Card Sales	\$9.00 >
Scout Moves/Reassociated Orders/Other Adjustments	\$0.00 >
Cash to Credit Payments	\$120.00 >
System Credits & Debits Applied to Council Invoice	-\$146.45
System Credits Applied to Prior Year Council Invoice	-\$20.00
Requested Payout	\$0.00 >
Current Available Payout	\$0.00

# 2025 Free Unit Goods



- Any unit that did not sell in 2024 will receive 2 cases of White Cheddar (\$600 retail value) at no charge and must sign up for a storefront shift (weekday recommended)
  - Council will not be charged for these cases
  - Council will not receive commission on these cases
- 100% commission for units that are new to the sale to encourage participation
- Standard commissions will apply for any additional product that is ordered

## TRAIL'S END PRODUCT

We sell products consumers buy and eat ALL YEAR LONG:

	TE Sales	US Retail Mkt
White Cheddar	\$30M	\$500M
Kettle Corn	\$15M	\$150M
Salted Carmel	\$15M	\$150M
Butter Microwave	\$20M	\$900M
Butter RTE	\$15M est.	\$450M

Products that **SELL** to keep your sale simple.

Trail's End will deliver for the units and the Scouts higher sales in less time with less effort!

TRAIL'S END  
TRADITIONAL PRODUCTS



\$25



\$25



\$25



\$20



\$20



\$20

# 2025 Packaging Update

*Trail's End*®



Packaging will have  
**“SCOUTING AMERICA”**  
branding as well as kids in  
uniform and info on the  
back of the bag where  
people can learn more  
about joining Scouting.

\*Average return to local Councils, Units and Kids based on all Trail's End product sales.



# Weekly Product Access

*Trail's End*<sup>®</sup>

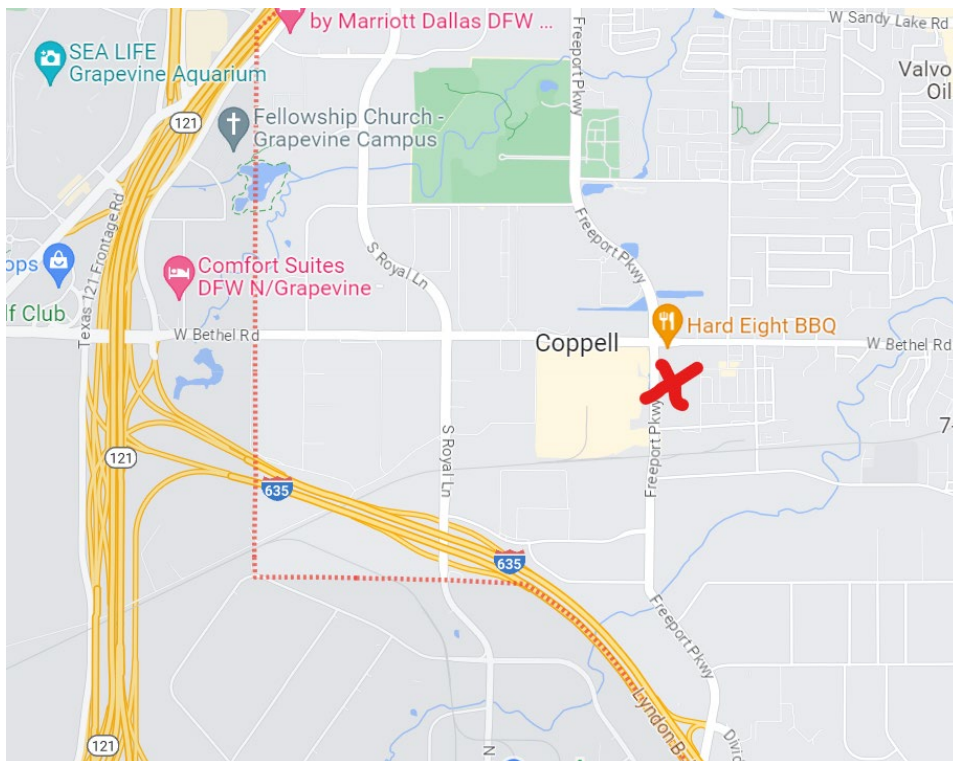
Units will have weekly access to replenish product, eliminating the need to carry so much inventory.

Units will submit product need for the following week by Sunday night at 11:50pm CT in the TE Popcorn System.

Pick up same week Fridays north and south.

# Warehousing / Weekly Product Access

Northern units will be at  
Driveline Retail Merchandising,  
700 Freeport Pkwy, Coppell, TX 75019



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

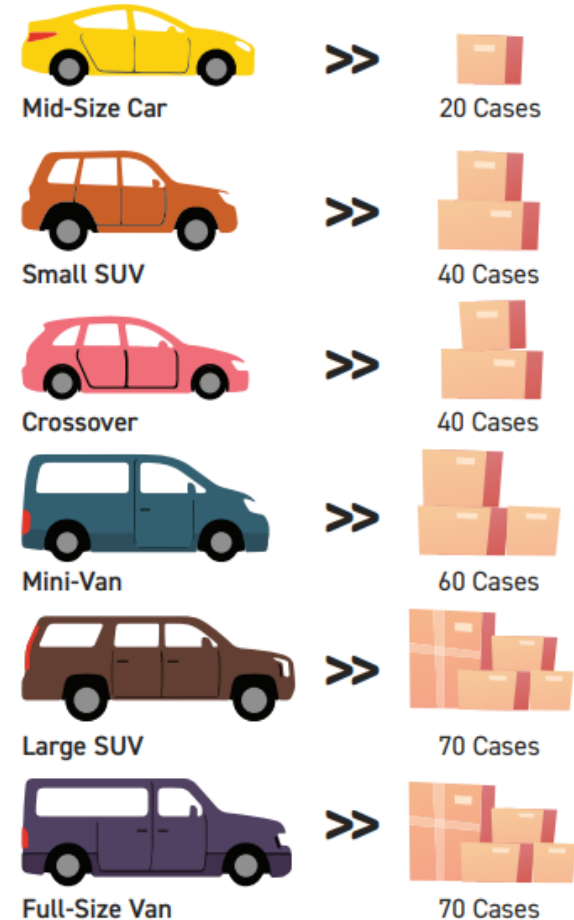
\*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

# Warehousing / Weekly Product Access

**Trail's End®**

Southern units will have access to product at the Waco Service Center, Central Transportation in Killeen, or Temple.

Product will be delivered on Fridays.



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

# Key Dates & Mission Timeline

November 17: Popcorn Money Due

**Trail's End**<sup>®</sup>

June 26: District Kernel Training

June Roundtable: District-Level Unit Orientation

**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 N Sell Weekend

October 19: Take Orders Due

November 7: Take Order Distribution

**November 17: Popcorn Money Due**





# Unit Commissions

*Trail's End*®

**30% for Online Sales**

**35% Base**

**37% with sales between \$15,000 and \$24,999**

**40% with sales between \$25,000 and above**



# Epic Rewards: What Scouts Can Earn this Year

**Trail's End®**

Sales/Donations	Reward
\$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 in Arlington
\$4,500 in Sales	2 Tickets to Six Flags Theme Park





Thank You!