

Key Highlights & Topics

Popcorn Titans Theme 🎪👤

The 2025 campaign is built around the "Popcorn Titans" theme, featuring characters like Captain Pop and Colonel Corn. The initiative encourages adult leaders to embody this spirit by hosting fun, themed kickoffs, using superhero language, and celebrating every sale. A "Popcorn Titans" theme song is available for download on the Longhorn Council website to energize scouts and leaders.

Trails End App & Technology 📱

The **Trails End app** is central to the popcorn sale, serving as the point-of-sale tool for scouts and families.

Key features include:

- **Credit Card Processing:** The app processes all credit card transactions, with Trails End covering the fees. This helps combat the issue of customers not carrying cash.
- **Tap to Pay:** New for 2025, tap-to-pay functionality for both iPhones and Androids speeds up sales. Users are advised to remove credit cards from the back of their phones to avoid accidental charges.
- **Real-time Tracking:** The app tracks sales and inventory in real time.
- **Scout Management:** Families can manage storefront shifts through the app.

Storefront Strategy & Management 📅

Trails End has booked thousands of hours for storefront sales at major retailers like Lowe's, Walmart, Sam's Club, Bass Pro, Kroger, and Tom Thumb.

- **Goal-Based Store Claims:** Units must input a sales goal into the system to claim storefront hours, which aims to reduce "hoarding" of popular slots.
- **Updated Claim Times:** Storefront claim times have been moved to 7 PM Central time to accommodate unit leaders' work schedules.
- **Auto-Release of Unworked Shifts:** If a Trails End secured store shift doesn't have at least one scout assigned by Thursday at 7 PM, it will be automatically released for other units to claim. Manually added storefronts are not subject to this auto-release.

- **VIP Program:** Units that sold \$50,000 or more last year have a dedicated Trails End team member, while those that sold \$20,000 or more have pre-assigned locations.
- **Storefront Claim Schedule:**
 - **July 22 (Tuesday):** Units that sold \$10,000+ last year can claim up to 4 slots.
 - **July 23 (Wednesday):** All units (new or returning) can claim 2 slots. Bass Pro shifts will become available on this day, limited to two per unit.
 - **July 24 (Thursday):** Unlimited slots for all units.
- **Adding Own Stores:** Units can add their own local stores not listed by Trails End. It's crucial to enter the location, address, date, and time in the app to prevent double-booking. Units are advised to get written approval from store managers for self-secured locations.

Sales Best Practices & Training 🎯

- **Goal:** Aim for \$300/hour in sales at storefronts to maximize fundraising efficiency.
- **Essentials:** Have enough popcorn (at least \$500 worth for the first few weekend shifts), a charged phone/Bluetooth reader, updated app, table, small cash box, and a banner.
- **Sales Pitch:** Scouts should focus on their personal goals (e.g., "Hi! My name's Chris, and I'm earning my way to camp. Can I count on your support?") rather than directly asking to buy popcorn. Role-playing sales pitches at kickoffs is recommended.
- **Customer Interaction:** Scouts should be in uniform, smile, greet everyone, make eye contact, and thank customers whether they buy or not. Parents should act as cheerleaders and encourage scouts when they face rejection.
- **Training:** Training resources are available in the Trails End app, Unit Leader Portal, and on the Trails End YouTube page. Leader webinars run from July 10th to August 14th, and scout webinars (scouts training scouts) from August 7th to 26th.

Rewards Program & Incentives 🎁

- **Trails End Rewards:** Scouts earn points that convert into **e-gift cards** from Amazon and 15 additional retailers (e.g., Mastercard, Target, Walmart, gaming cards). The top reward level is uncapped, allowing high performers to earn 10% of their sales.

- **Heroes and Helpers Program:** Customers can buy popcorn for first responders, military, and hospital workers. These sales earn higher points: 1.75 points for credit card purchases and 1.5 points for cash purchases.
- **Point Maximization:**
 - **Credit Card Sales:** 1.25 points per dollar.
 - **Cash to Credit Conversion:** Converting cash sales to credit via the app earns an extra 0.25 points per dollar. Unit leaders have 48 hours to convert cash to credit, while parents have until the end of the day.
- **Bonus Rewards:**
 - \$500+ per hour per scout: Extra 1 bonus point per dollar.
 - \$300-\$499 per hour per scout: Extra 0.5 points per dollar.
 - \$500+ online sales: Extra 250 bonus points.
- **Longhorn Council Incentives (Stackable):**
 - \$100 in sales: Popcorn Titans themed patch.
 - \$100 in donations (Heroes and Helpers): Heroes and Helpers themed patch.
 - \$1,600 in sales: \$25 Cinemark movie theater gift card.
 - \$3,250 in sales: 2 tickets to the Medal of Honor Museum in Arlington.
 - \$4,500 in sales: 2 tickets to Six Flags Theme Park.
- **New Unit Incentive:** Units that did not sell in 2024 will receive two free cases of White Cheddar popcorn (valued at \$600 retail), earning 100% commission on these first two cases.

Product Lineup & Branding 🎪📦

The 2025 product lineup includes six items:

- **\$25 Products:** White Cheddar, Salted Caramel (smaller bag, reduced price from \$30), and Microwave Butter.
- **\$20 Products:** Popping Corn and Kettle Corn (increased price by \$5, but larger bag).
- **Packaging:** All packaging will feature "Scouting America" branding and officially approved images of scouts. A QR code on the back of each package will direct people to learn more about scouting.

- **S'mores:** The S'mores flavor has been retired due to production difficulties and high manufacturing costs.

Logistics & Important Dates

- **Product Replenishment:** Units will have weekly access to replenish product. Orders are due by Sunday night and can be picked up the following Friday.
- **Pickup Locations:**
 - **North:** Driveline Retail Merchandising in Coppell.
 - **South (New):** Waco Service Center Central Transportation in Killeen or Temple Animal Cell Center in Temple.
- **Key Dates:**
 - **August 3:** First set of orders due.
 - **August 21/22:** Pickup for initial orders.
 - **November 17:** Popcorn money due to the Council (though most units are expected to be owed money).
- **Unit Commissions:**
 - **Online Sales:** 30%.
 - **Base Commission:** 35%.
 - **Tiered Commission:** 37% for sales between \$15,000 and \$24,999, and 40% for sales over \$25,000. The highest commission tier applies to all sales, not just those within the tier.
- **Unit Banners:** Each unit making its first initial order will receive a free "Popcorn Titans" themed banner.

Financial Management & Support

- **Automated Payouts:** Units can link their bank accounts to the Trails End system for direct deposits of funds. Credit card transactions first pay down what the unit owes the Council for product costs and Council commission; once cleared, units receive direct payouts.
- **Damaged Product:** Units with damaged product should take a picture of the product and its date code and email it to James, Joe, or Kathy for a credit. Returns are not required.

- **Product Transfer:** Units can transfer excess product to other units using a feature in the Unit Leader Portal. The financial responsibility for the product transfers to the receiving unit.
- **Facebook Groups:** Units are encouraged to use the Longhorn Council BSA Facebook page for Council-specific questions and product swaps, and the Trails End Facebook group for general app and sales tips.

Call to Action for Units

Leaders are encouraged to register their unit in the Trails End portal, set a sales goal, and invite scouts to register so they can receive credit, sign up for shifts, and earn prizes. Even if a unit is "on the fence" about selling, registering provides access to resources and carries no financial obligation. Online sales are highlighted as a low-risk option