



Fund Your Adventures with Popcorn!



SCOUTING AMERICA
**LONGHORN
COUNCIL**

Trail's End®



WHY TRAIL'S END

Trail's End®

TRAIL'S END EXISTS TO MAKE SCOUTING POSSIBLE FOR EVERY CHILD

- You get convenient **Storefront hours with \$300/hour potential** for your Unit
- We pay all credit card fees
- Your Scouts get Rewards that motivate them to do their best
- You can manage the entire sale from your phone

Most important: we help Scouts build their confidence and level up their leadership skills.

WHAT'S NEW!

RUN THE SALE— FROM YOUR PHONE.

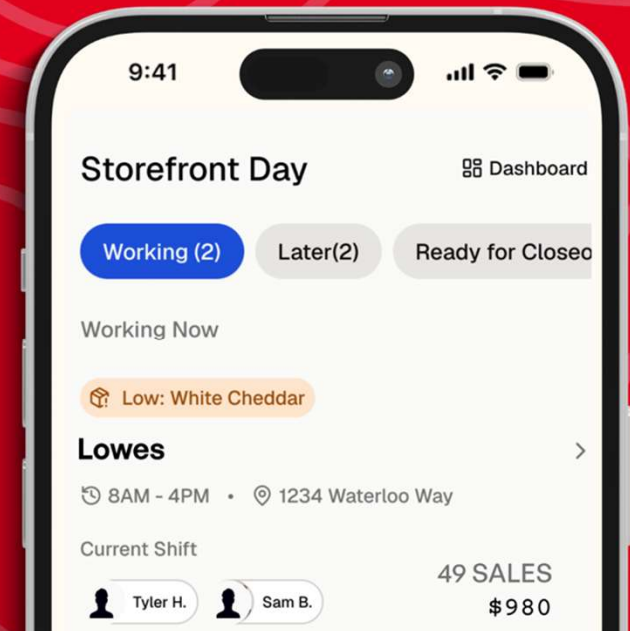


Launching
JUNE 3

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

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

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



SET GOALS

Trail's End®

- Build your Unit's Adventure Plan inside Portal
- Share your Unit calendar and budget with parents
- Scouts download the App and set their goals

“

**BELIEVE YOU CAN AND
YOU'RE HALFWAY THERE.**

- Teddy Roosevelt

STOREFRONTS

- View "Reserve Storefronts for available hours
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" split to achieve your goals faster
- Pre-assigned hours: 2025 Sales

\$30k+ (100%) | \$10k - \$30k (50%) | New Units up to 25 hours

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

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



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

THROUGHOUT THE SALE

- Have Scouts use the Trail's End App
- Order and track inventory in the Portal
- Motivate your Scouts with Rewards

Trail's End REWARDS®

EARN 4X WITH CREDIT

4 POINTS PER \$1 CREDIT & ONLINE SALES

1 POINT PER \$1
CASH SALES

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

PLUS

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

CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

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

WHY IS CREDIT IMPORTANT

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

Plus, not handling cash is safer for

DOWNLOAD REWARDS FLYER



TRAIL'S END APP®

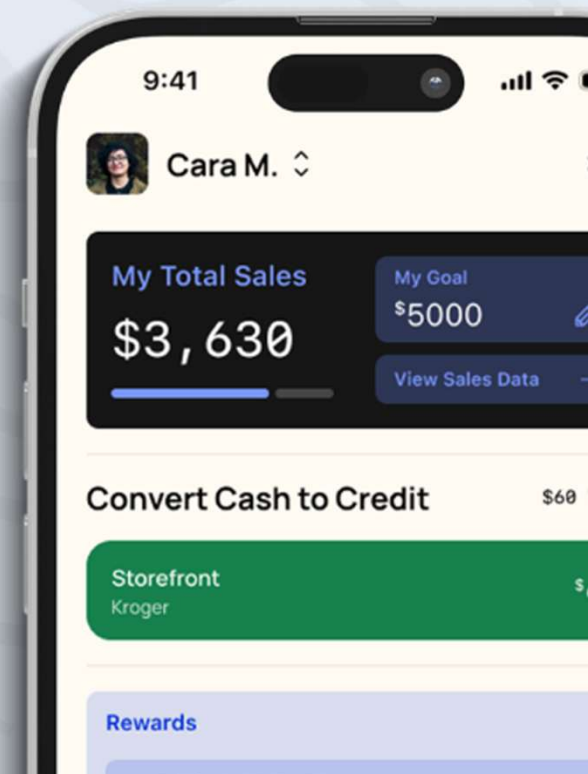
Trail's End®

Scouts:

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

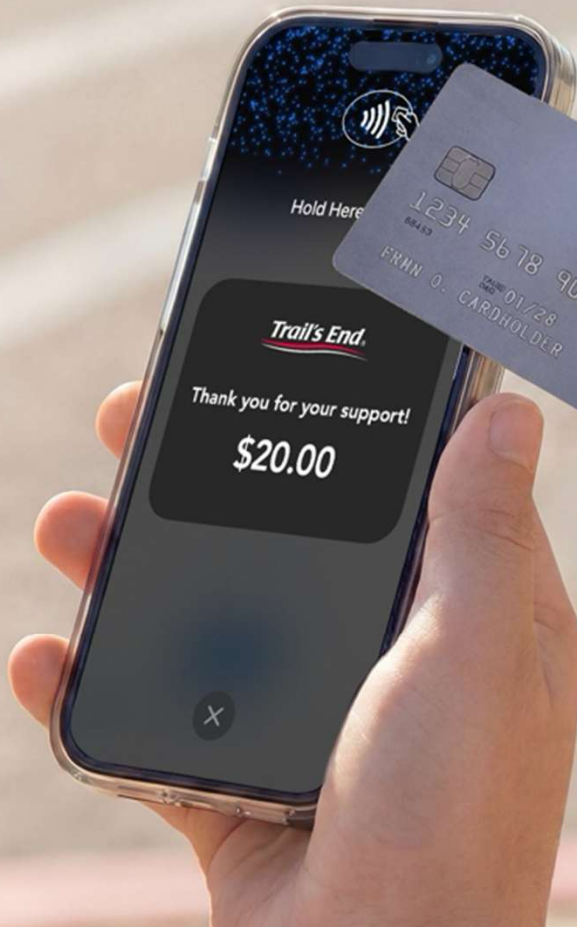
Parents:

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



GO CASHLESS

Trail's End[®]



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

FINISH STRONG

Trail's End®

When the Sale Ends

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



**AND NOW
BACK TO
SCOUTING.**

NEED HELP?



Support and FAQs

support.trails-end.com



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

Get live answers in the Portal!



Join Our Leader Community

fb.com/groups/TEPopcornCommunity

TAKE ME TO SUPPORT



☒ **SIGN IN.**

☒ **HIT YOUR GOAL.**

☒ **GET ON WITH
SCOUTING.**

Trail's End[®]

**TAKE ME TO
THE LEADER
PORTAL**



Improved Unit Onboarding

Biggest VIP complaints:

1. We can't work that day
2. The stores are too far away
3. Too many stores given to us in one day

Onboarding Questions to help customize schedule for Units:

1. Blackout Dates a Unit cannot sell
2. Map based center point + Driving Radius
3. Total Storefronts a Unit will work at one time



Council Specific Claiming

Key Improvements

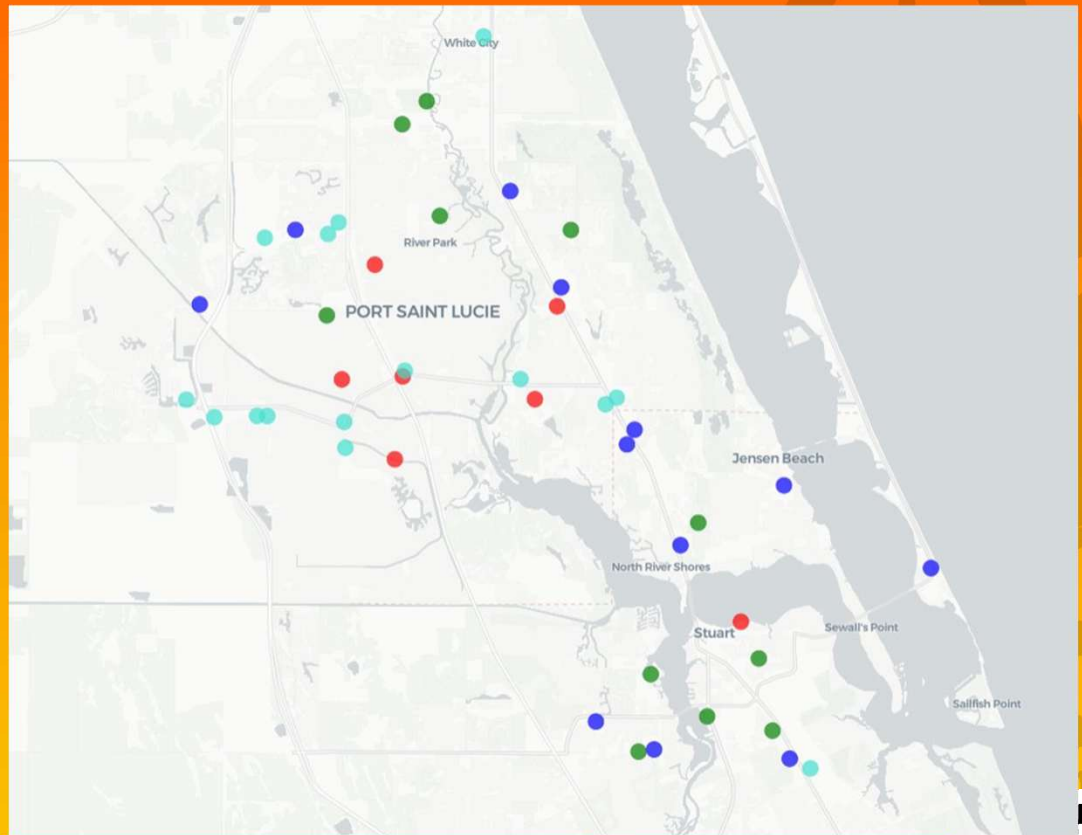
- All critical dates anchored to initial order close
- Targeted notifications and reminders

Storefronts 2026		
Event	Date	Time
Unit Onboarding Deadline	30-Jul	7PM
Auto Hour Assignment	3-Aug	7PM
Manual Picking Date	5-Aug	7PM
Storefront Start	28-Aug	



Unit Coverage Mapping

- Assurance we have store hour coverage for all Units
- Identify potential stores to call where coverage is not met
- 2.5X hrs available per Unit within 10mi radius against PY retail sales
 - \$10K PY sales – 50 hrs need @\$200/hr
 - 125 hrs available for Unit goal



2026 Storefront Program

VIP Designation and hours are assigned based on PY Total Sales

- VIP Gold - \$60k+ Units
 - All Hours Assigned- 1:1 Meeting with Storefront team
- VIP Silver - \$30-60k Units
 - ~100% of Hours* – 103k Hours
- VIP Bronze - \$10k to \$30k Units
 - ~50% of Hours*

All remaining Units can receive up to 25 hours preassigned by completing Unit Onboarding before pick day



Improved Unit Onboarding

Trail's End.

× Save & Finish Later

2026 Onboarding

✓ Commitment >

🎯 Pack Goals

🏪 Storefronts >

👤 Review Pack Leadership

💳 Payout Bank Account

✅ Review & Complete

Pack Goals

Let's set your Fundraising Goal and your Sales Goal.
These may be changed at any time throughout the Fundraiser.

Fundraising Goal

\$2,000

Edit

We recommend a Sales Goal of \$5,264 for your Pack.

Your **Sales Goal** is your Pack's shared objective that you'll track your sales progress against. You can change this at any time during the fundraiser.

⚙️

Recommended Sales Goal
Cover 100% of your Pack's Fundraising Goal.

\$5,264

Select Recommended Goal

✎️

Custom Sales Goal
Cover 100% of your Pack's Fundraising Goal.

Create Goal

Your Recommended Sales Goal is based on your...

- ✓ Budget needs
- ✓ Est. Scout participation
- ✓ Council's cut
- ✓ Pack fundraising experience
- ✓ Pack size



Improved Unit Onboarding



Trail's End.

✕ Save & Finish Later

2026 Onboarding

✓ Commitment >

✓ Pack Goals

📁 Storefronts <

✓ Program Opt-In

✓ Scouts Per Shift

Central Locator Address

Simultaneous Reservations

Blackout Dates

Reservations Overview

👤 Review Pack Leadership

💳 Payout Bank Account

📋 Review & Complete

Central Locator Address

We want to make sure that you and your Pack are given Storefront recommendations that fit your needs. When you provide a **Central Locator Address** and **Driving Radius**, we can better ensure you see Storefront Reservations that aren't too far away from where you and your Scouts are located.

Central Locator Address

Type to search...

▼

Driving Radius

7

miles

A map of the Indianapolis area with a blue circle centered on Carmel, Indiana, indicating the driving radius. The map shows various towns and highways, with the blue circle highlighting the area within the specified driving radius.

Central Locator Address

The **Central Locator Address** is the central point we use to find nearby Storefronts for your Pack. This is typically where most of your Scouts live or meet, such as a school, church, or community center.

Driving Radius

This is the maximum distance from your **Central Locator Address** that you're willing to drive for Storefronts. You may still reserve Storefronts that are outside of this radius, but your recommendations will be within your **Driving Radius**.



Improved Unit Onboarding

2026 Onboarding

Commitment

Pack Goals

Storefronts

Scouts Per Shift

Central Locator Address

Simultaneous Reservations

Blackout Dates

Reservations Overview

Review Pack Leadership

Payout Bank Account

Review & Complete

Blackout Dates

Has your Pack planned any camping trips or other weekend outings?
Is there a certain evening of week that doesn't work for doing Storefront sales?
Sharing which dates your Pack will be unavailable helps us to optimize which Storefront Reservations we show you for claiming.

Please select select all blackout dates for your unit. You may update these at any time.

<

August 2026

>

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Toggle all...

Sundays

Mondays

Tuesdays

Wednesdays

Thursdays

Fridays

Saturdays

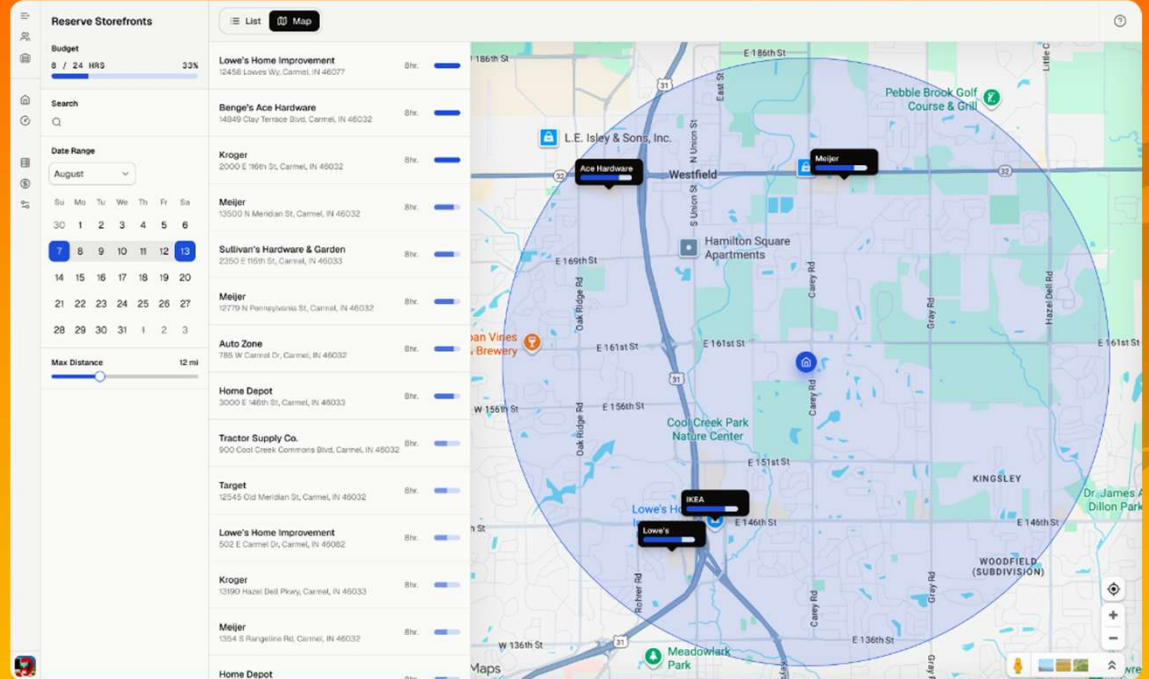
Sundays



Unit Leader Admin

Complete redesign of
Storefront reservation
screen

- Better filtering and search
- Map-based browsing
- Predicted performance indicators used to rank reservations on a Unit level



Unit Hours Allowance

Problem

- Units claim excessive hours before the sale limiting hour availability for other Units

Key concepts in development

- Limit unnecessary hoarding
- Incentivizes releasing hours that cannot be utilized
- Allowance expands as Unit sells and sale progresses



2026 Free Unit Goods

- Who qualifies:
 - Units that did not sell in any popcorn fundraiser traditionally (Storefront or wagon) in 2025
- What do new Units get:
 - 100% commission on one case of White Cheddar and one case of Sea Salt (\$540 retail)
- What's required:
 - (1) Minimum two 2-hour storefront shifts (4 hours total), (2) two cases must be sold by 10/31, and (3) record all sales in the Trail's End App
- When will credits be issued:
 - No later than 11/13/2026



Race Lineup



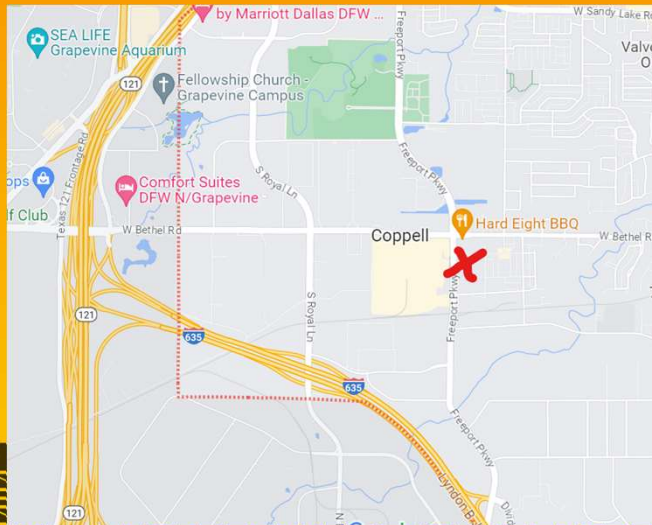
Weekly Product Access

- 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 THURSDAYS north and south.



Warehousing/Weekly Product Access

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



	>>		20 Cases
	>>		40 Cases
	>>		40 Cases
	>>		60 Cases
	>>		70 Cases
	>>		70 Cases

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



Warehousing/Weekly Product Access

	>>		20 Cases
	>>		40 Cases
	>>		40 Cases
	>>		60 Cases
	>>		70 Cases
	>>		70 Cases

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

- Southern units will have access to product at the Waco Service Center, Central Transportation in Killeen, or Temple.
- Product will be delivered on Thursdays.



Key Dates & Mission Timeline



POPCORN CALENDAR

JULY 18	VIRTUAL KICK-OFF
JULY 30	UNIT ONBOARDING DEADLINE (FOR AUTO-SCHEDULING)
AUG. 3	STOREFRONT AUTO-HOUR SCHEDULING
AUG. 5	STOREFRONT SCHEDULING OPENS
AUG. 14	POLE POSITION BONUS DEADLINE
AUG. 16	INITIAL ORDER DEADLINE (DUE BY 11:59 PM)
AUG. 27 & 28	INITIAL ORDER DISTRIBUTION
AUG. 30-OCT. 18	SUNDAY REPLENISHMENT ORDERS (DUE BY 11:59 PM)
SEP. 3-OCT. 22	THURSDAY REPLENISHMENT ORDER PICKUPS
OCT. 25	FINAL ORDER (DUE BY 11:59 PM)
OCT. 29	FINAL ORDER PICKUP
NOV. 16	POPCORN PAYMENTS DUE



SCOUTING AMERICA
LONGHORN COUNCIL



Unit Commissions

Please note, only Storefront 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.

- 30% for Online Sales
- 35% Base
- 37% with sales between \$15,000 and \$24,999
- 40% with sales between \$25,000 and above
- 1% Pole Position Bonus:
 - 80% of Scout registered by August 14 (Based on unit's June 30 membership)
 - Complete Trail's End 11-step onboarding process by August 14



Race Fueled Rewards

- \$100 = Themed Patch
- \$1,000 = Ghosted Themed Patch
- More to come throughout the sale 😊



Race Fueled Rewards



Trail's End REWARDS®

EARN 4X WITH CREDIT

4 POINTS PER \$1 CREDIT & ONLINE SALES

1 POINT PER \$1 CASH SALES

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

PLUS

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

NEW

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

CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

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



WHY IS CREDIT IMPORTANT

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

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



DOWNLOAD THE TRAIL'S END APP® TO START EARNING

Here's what Scouts earn with all credit sales:

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

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

Trail's End Rewards earned in 2026 must be claimed by March 31, 2027. The merchants represented are not sponsors of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions. All rewards and promotions are subject to [Terms and Conditions](https://portal.trails-end.com/legal/terms) at <https://portal.trails-end.com/legal/terms>.



Thank You!

