



SCOUTING AMERICA
LONGHORN COUNCIL

Trail's End®

TOP SELLING SCOUTS

2025 POPCORN SALE

- | | | | |
|-----|-------------|----------|------------|
| 1. | River L. | \$18,255 | Troop 554B |
| 2. | Raymond S. | \$15,101 | Troop 192B |
| 3. | Howard P. | \$14,780 | Troop 60 |
| 4. | Elliott M. | \$11,559 | Pack 76 |
| 5. | Adam D. | \$11,344 | Troop 451 |
| 6. | Steven S. | \$10,960 | Troop 60 |
| 7. | Dynessia M. | \$9,666 | Pack 210 |
| 8. | Aaron S. | \$9,282 | Pack 192 |
| 9. | Braden W. | \$9,171 | Troop 1910 |
| 10. | Jonathan M. | \$9,022 | Troop 3B |



TOP SELLING UNITS

2025 POPCORN SALE

- | | | | |
|-----|------------|----------|-----------------|
| 1. | Troop 60 | \$64,012 | Frontier Trails |
| 2. | Pack 1910 | \$61,854 | Mustang |
| 3. | Pack 76 | \$53,572 | Brazos Valley |
| 4. | Pack 367 | \$41,323 | Orion |
| 5. | Troop 192B | \$40,686 | Frontier Trails |
| 6. | Pack 210 | \$34,076 | Leon Valley |
| 7. | Troop 222B | \$33,920 | Arrowhead |
| 8. | Pack 192 | \$32,757 | Frontier Trails |
| 9. | Pack 1 | \$28,591 | Orion |
| 10. | Pack 276 | \$28,558 | Arrowhead |



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POPCORN CALENDAR



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

2026 POPCORN PRODUCTS & DETAILS



WHITE
CHEDDAR

\$25



SALTED
CARAMEL

\$25



SWEET & SALTY
KETTLE CORN

\$20



SEA
SALT

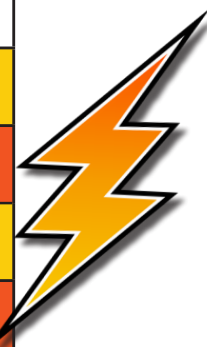
\$20



MICROWAVE
BUTTER

\$25

PRODUCT	ITEM PRICE	CASE PRICE	ITEMS PER CASE	ITEM PACKAGING
White Cheddar Popcorn	\$25	\$300	12:1	Bag
Salted Caramel	\$25	\$300	12:1	Bag
Sweet & Salty Kettle Corn	\$20	\$240	12:1	Bag
Sea Salt	\$20	\$240	12:1	Bag
Microwave Butter	\$25	\$150	6:1	Box



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+

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

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.

TRAIL'S END REWARDS & LONGHORN COUNCIL INCENTIVES

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™

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.**

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.



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>.

LONGHORN COUNCIL INCENTIVES

- **\$100 in Sales: Popcorn Patch**
- **\$1,000 in Sales: Ghosted Popcorn Patch**
- **Additional prizes and drawings will happen throughout the sale**

TRAIL'S END LEADER GUIDE



New to Trail's End?

Register here: login.trails-end.com/unit-registration

START

Log into the Leader Portal

- Complete **"Plan Your Fall Fundraiser"** so Trail's End can secure Storefront hours for your Unit

Set Goals

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

Manage Storefronts

- View "Reserve Storefronts" for available hours.
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" to achieve goals faster

Throughout the Sale

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

When the Sale Ends

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

FINISH



HEROES AND HELPERS®

Units earn commission, Scouts earn bonus Rewards, and Trail's End delivers heartwarming snacks to military personnel and their families, first responders and local food banks.

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.

TRAIL'S END APP®

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

<https://qrco.de/trails-end>



GO CASHLESS Trail's End pays all credit card fees.

Tap-to-Pay is integrated directly into the App, making transactions **faster, easier, and safer** for everyone

... AND Scouts earn more Rewards with credit!



Join Our Leader Community

fb.com/groups/TEPopcornCommunity

Support and FAQs

support.trails-end.com



Meet Fin - Trail's End's new Chatbot

Get live answers in the Portal!



POPCORN SAFETY TIPS

- When selling popcorn in your neighborhood, always have an adult or buddy with you.
- Never enter a stranger's house.
- Use the Trail's End app to securely process payments whenever possible.
- Always walk on the sidewalk and be aware of your surroundings.
- Never sell at night.
- Always be courteous, respectful, and represent Scouting proudly.

WAYS TO SELL

STOREFRONT SALES

Arrange selling 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. Storefront sign-ups are available in the Trail's End app.

TAKE ORDER

This is the door-to-door sale with 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, 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 Storefront Sale.
3. Use the Trail's End app to accept card payments.
4. Don't ask people to buy popcorn, ask them to support Scouting!
5. Ask your relatives, neighbors, friends, and non-Scout families to support you by buying popcorn.
6. Ask permission to share your fundraiser at your place of worship or in your community.
7. Ask your parents if they can share your Trail's End link with coworkers and friends.
8. Ask a parent or fellow Scout to go door-to-door with you in your neighborhood.
9. Ask your parents or relatives if they would like to give popcorn as a gift during the holiday season.
10. Always wear your uniform and say THANK YOU!

FACEBOOK & DISCORD

Join our Facebook Group & Discord Channel:
Connect with other Kernels,
ask questions, and find units for popcorn transfers.



STOREFRONT SALES

Trail's End Storefront Sales give Scouts the opportunity to sell popcorn at approved retail locations using a booth or table set up outside participating businesses. These high-traffic locations consistently generate the highest sales because Scouts have the opportunity to interact with hundreds of potential customers in a single shift. Rather than going door-to-door, Scouts meet shoppers who are already out in the community, making it easier to start conversations, share the Scouting story, and sell more popcorn in less time.

- 1. Schedule Storefront Shifts:** Unit leaders reserve storefront shifts through the Trail's End system at participating national retailers and local businesses.
- 2. Sell Popcorn:** Scouts work their assigned shifts, greet customers, and complete sales using the Trail's End App. The app accepts cash, credit cards, and contactless/mobile payments, making purchases quick and convenient.
- 3. Track Sales Automatically:** All sales are recorded in the Trail's End App. Since multiple Scouts may work the same storefront throughout the day, the app automatically divides the sales credit among participating Scouts based on the amount of time each Scout worked.
- 4. Manage Inventory:** Before each shift, unit leaders assign popcorn inventory to Scouts within the Trail's End App. As products are sold, inventory is automatically deducted and the unit's inventory totals are updated in real time.

PRODUCT PICKUP & DISTRIBUTION

August 16: Place initial order by 11:59 PM

August 27 & 28: Initial Order Distribution

August 30-October 18: Weekly Replenishment Orders due by 11:59 PM each Sunday

Sept. 3-October 22: Weekly Popcorn Replenishment Pick-up (Thursdays)

Sunday, October 25: Final Orders due by 11:59 PM

October 29: Final Order Distribution

Northern units will pick up products at Driveline Retail Merchandising: 10 AM-6 PM for Initial Distribution and 10 AM-5 PM for weekly replenishment distribution (Thursdays)

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

Heart to Home- Animal Adoption Center (Temple Animal Shelter)

620 Mama Dog Circle
Temple, TX 76054

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



Scan to follow
Longhorn Council
on Facebook &
Instagram



KERNEL TO-DO-LIST

- ☐ Attend the Popcorn Kickoff
- ☐ Develop your unit's popcorn sales plan using all three sales methods: Storefront Sales, Wagon Sales, and Online Sales.
- ☐ Review the council popcorn calendar and create a unit timeline for important deadlines, storefronts, product pickup, prize orders, and money collection.
- ☐ Download the Trail's End App and become familiar with its features.
- ☐ Ensure every Scout creates a Trail's End online account and is ready to begin selling.
- ☐ Schedule and assign your unit's Storefront Sales shifts in the Trail's End App.
- ☐ Plan your unit's Wagon Sale strategy, including neighborhoods, dates, and inventory needs.
- ☐ Hold a unit popcorn kickoff meeting to train, inform, and motivate Scouts and their families.
- ☐ Provide families with information on sales methods, key dates, safety guidelines, prizes, and unit goals.
- ☐ Encourage parents to promote Online Sales by sharing their Scout's personalized Trail's End selling link through email, text, and social media.
- ☐ Submit your unit's initial popcorn order by the council deadline.
- ☐ Coordinate your unit's popcorn pickup, inventory management, and product distribution.
- ☐ Collect popcorn payments and reconcile your unit's sales using the Trail's End App.
- ☐ Distribute Scout prizes promptly as they are received.
- ☐ Celebrate your unit's success and recognize your Scouts for their hard work. Then put the funds raised to work by delivering an outstanding Scouting program filled with adventure, leadership, and fun!

CONTACT INFORMATION

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VISIT OUR WEBSITE TO LEARN MORE ABOUT THE POPCORN SALE
LONGHORNCOUNCIL.ORG/POPCORN

