

*Trail's End*®



# 2024 Top Sellers

**Trail's End®**  
Scout Fundraising

Rank	Scout	Unit	District	Total Sales \$
1	Tucker B.	P-134	Mount Cammerer	\$8,587
2	Sophia B.	T-258	Cataloochee	\$7,810
3	Andrew L.	T-20	Mount LeConte	\$7,271
4	Liam M.	P-242	Mount LeConte	\$5,190
5	Ben B.	P-346	Mount LeConte	\$4,492
6	Mason N.	P-770	Cades Cove	\$4,378
7	Ethan B.	P-346	Mount LeConte	\$3,757
8	Matthew D.	P-243	Mount Cammerer	\$3,715
9	Charles D.	P-346	Mount LeConte	\$3,606
10	Barrett S.	P-346	Mount LeConte	\$3,506

Rank	Unit	District	Total Sales \$
1	P-346	Mount LeConte	\$74,765
2	T-46	Mount LeConte	\$27,507
3	P-506	Mount Cammerer	\$27,399
4	P-770	Cades Cove	\$26,441
5	P-242	Mount LeConte	\$23,076
6	P-830	Mount LeConte	\$21,656
7	P-12	Mount LeConte	\$20,361
8	P-134	Mount Cammerer	\$17,947
9	P-451	Mount Cammerer	\$17,321
10	P-177	Cades Cove	\$16,244

# Ideal Year of Scouting

**Trail's End<sup>®</sup>**  
Scout Fundraising

## Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Add a new trip or campout for excitement.

## Budget

- Use TE budget tool to assign costs and expenses.
- Add in camp, registration fees, advancements & Unit dues.

## Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

## Set Goals

- $\text{Total Program Costs} \div \text{Unit Commission} = \text{Unit Sales Goal}$ .
- Divide Unit goal by # of Scouts to get Scout goals.

## Raise the Money

- Commit to achieving the Unit's goal with one fundraiser.
- Less time fundraising = more time Scouting!

## Enjoy the Year!



# BEST PRACTICES

**Trail's End®**  
Scout Fundraising



## SET YOUR GOAL



Plan your unit's  
**Ideal Year of Scouting**

Check out the  
**Goal Setting Tool**  
available in the Training Resources

**Note: Unit Goal will be required  
to reserve storefronts**



**Trail's End®**

# TRAIL'S END TECHNOLOGY UNIT PORTAL

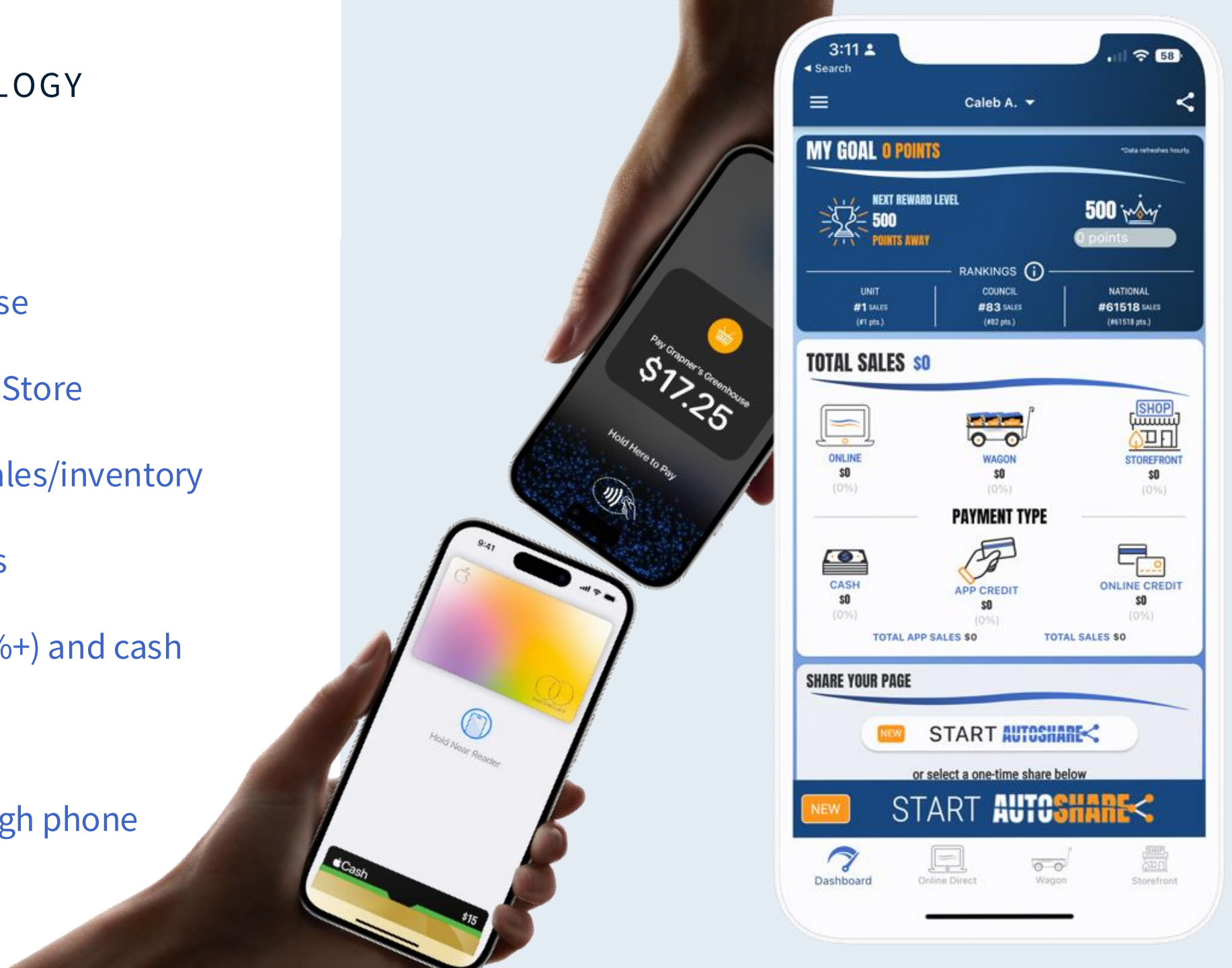
- Leaders manage entire sale in one place
- Invite Scouts to register and manage Scout roster
- Easily set Unit and Scout goals
- Order popcorn
- Real time reporting of sales and inventory
- Unit to unit transfers; no Council assistance needed
- Schedule and manage storefront sites and shifts

The screenshot displays the Trail's End Unit Portal interface. The top navigation bar includes 'INVITE SCOUTS' and 'ORDER POPCORN' buttons. The user is logged in as 'Hello, Unit Leader'. The main section is titled 'STOREFRONTS' and shows a summary of reservations: 340 total, with 10000 current available, 0 upcoming, and N/A next available. The interface includes filters for 'Date' and 'All Districts', and a 'Sort by Recommended' dropdown. A table lists storefront reservations with columns for Storefront Name, Address, District, Date, Day, Time, and a 'Reserve' button. The table shows reservations for ACME Markets and Lowe's Home Improvement.

Storefront Name	Address	District	Date	Day	Time	Action
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 24	Sat	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 25	Sun	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Sep 1	Sun	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 24	Sat	2PM - 6PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 25	Sun	2PM - 6PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Sep 1	Sun	2PM - 6PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 9	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 16	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 23	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 30	Fri	4PM - 8PM	Reserve

# TRAIL'S END TECHNOLOGY SCOUT APP

- 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

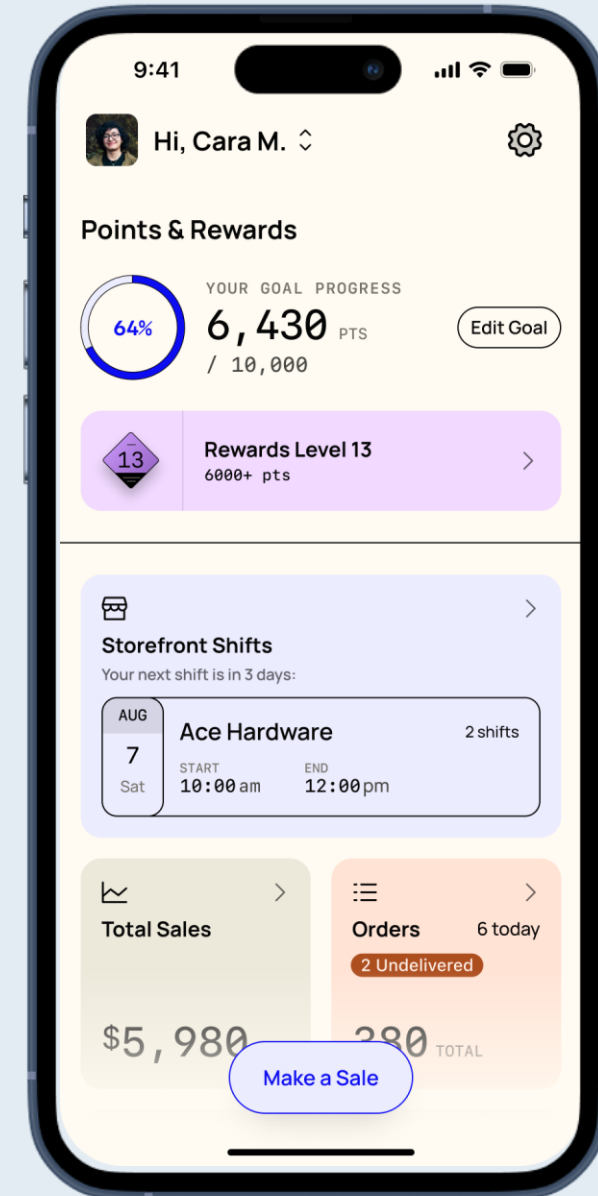


Trail's End App

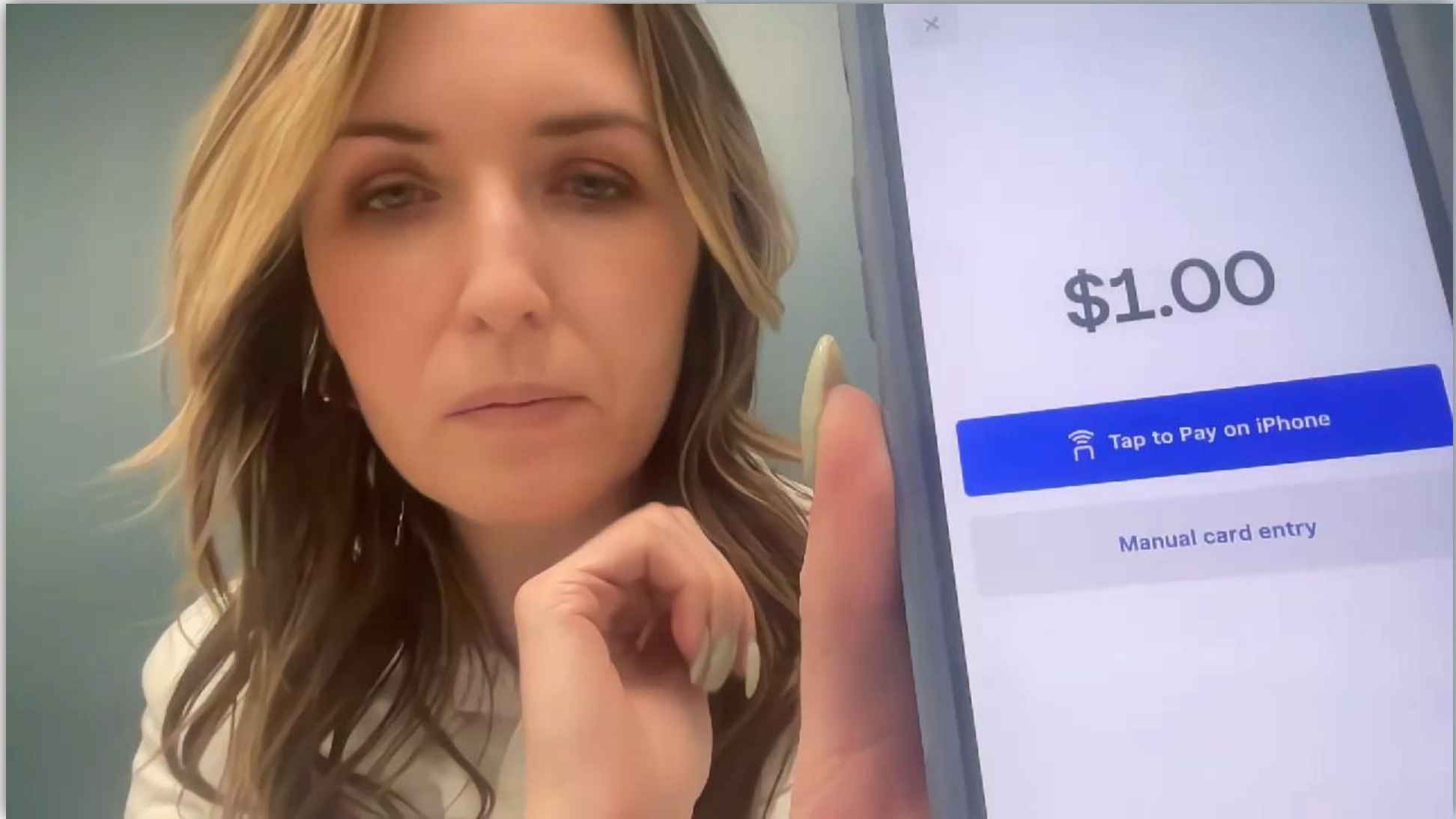
# App Refresh

✓ Single screen for all key actions:

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



TRAIL'S END TECHNOLOGY  
**TAP TO PAY DEMO**





# 2025 STOREFRONTS™

**670,000 HOURS AT 7,000+ LOCATIONS WILL BE AVAILABLE FOR ALL UNITS!**

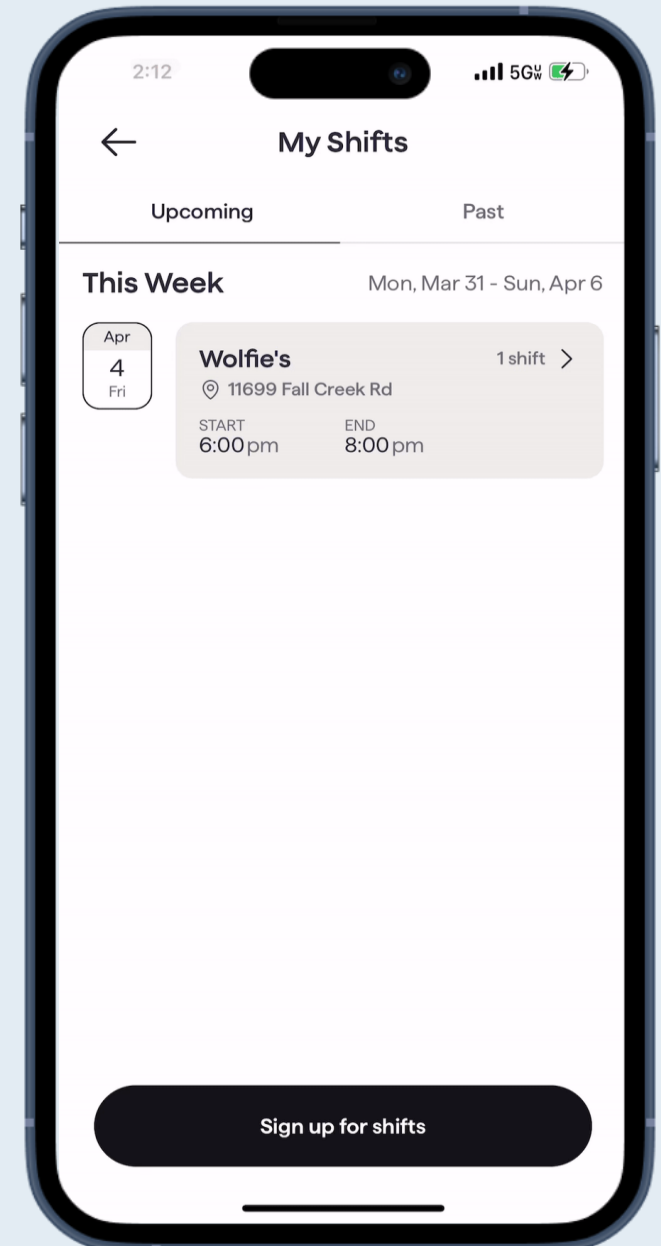
**Every hour will have \$300 potential based on foot traffic and trained Scouts!**

- 860,000 total booked hours by Trail's End:
  - 670,000 available for all Units!
  - 190,000 hours pre-assigned to VIP units (\$20k+).
  - All units reserve earlier this year on 2nd day.

## RESERVATION SCHEDULE

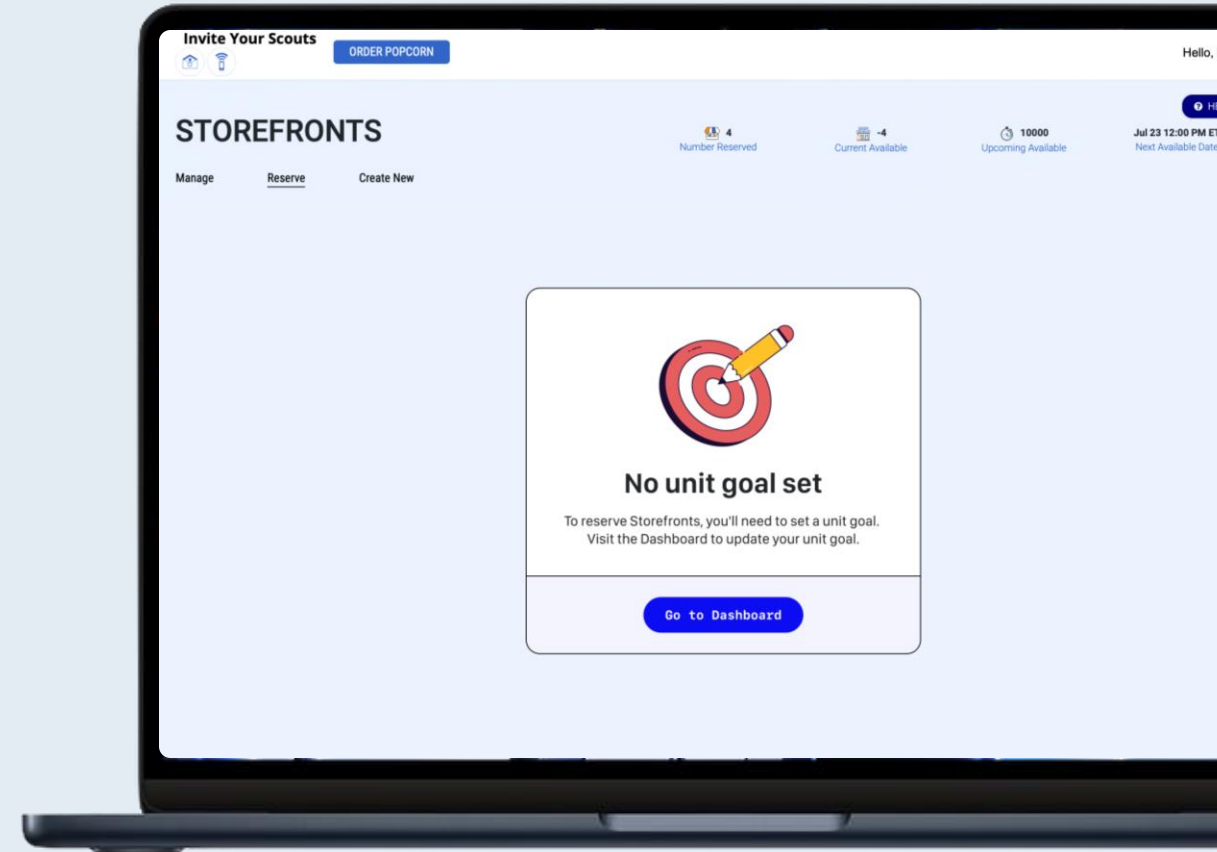
8 PM EST	2024 SALES	RESERVATIONS
July 22	\$10k+	4
July 23	All Units	2
July 24	All Units	Unlimited

**PROVIDING MORE FUNDRAISING OPPORTUNITIES FOR ALL UNITS AND SCOUTS!**



# STOREFRONT EFFICIENCY

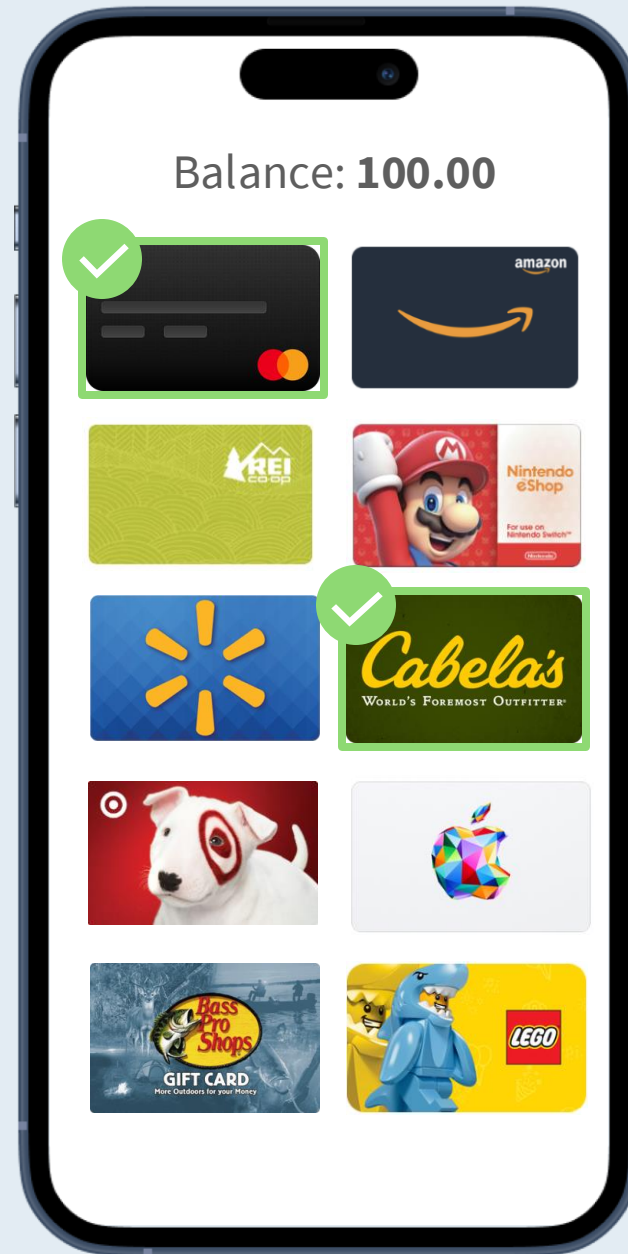
- ✓ Goal required to reserve storefronts
- ✓ Guidance on storefront hours needed to reach goal
- ✓ **Shifts with 0 Scouts signed up will auto-release on Thursdays at 8 pm (ET) for Fri - Sun reservations**
  - 38% of weekend hours claimed in 2024 were not used by Scouts
  - Many shifts were “no shows” last year, this will help!



## TRAIL'S END APP

# SCOUT REWARDS

- ✓ Scouts claim their rewards from the app
- ✓ 15 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.
- ✓ **Heroes and helpers bonus points! +1.5 pts!**



AMAZON  
TARGET  
WALMART  
PREPAID  
MASTERCARD  
DICK'S SPORTING  
GOODS  
NINTENDO  
GAMESTOP  
BASS PRO SHOPS  
CABELA'S  
APPLE  
LEGO  
XBOX  
PLAYSTATION

# COUNCIL INCENTIVES & COMMISSIONS

- **Blitz Club:** Sell \$250 or more Earns 1 youth admission to the Knoxville Zoo on Scout Day, Saturday, October 4, 2025, and a GO WILD Patch. Come and go event. \$500 or more gets a youth and guardian/adult ticket.
- **Regal Movie Day:** Sell \$250 or more earn family entry to private viewing. (Immediate/household family members only.) Date TBD.\*
- **\$500 Club:** Earns 1 ticket to the Knoxville Ice Bears game for the qualifying Scout. Date TBD. Includes hat and patch and post game on ice activities. **\$1000 includes a parent/guardian ticket.**
- **\$500 Club:** AMSE Science Exploration day youth and adult entry free. Saturday, February 28, 2026

- **\$1000 Club:** Earns 1 ticket to the Lumberjack Feud Show for the qualifying Scout. Parents and siblings may purchase tickets. Date TBD
- **Top 50** selling Scouts earn a Main Event Party. 2-hour wristband for activities and 2-hour arcade card. Sat. January 31, 2026
- **\$2500 club:** family pack 1 scout and 3 additional tickets to ice bears.
- **Top 10 Selling Scouts** get an Ice Bears Game puck. Top 3 sellers on the ice for pregame. Top seller ceremonial puck drop.
- **Top sellers** in the council earns \$100 gift card to Amazon or Scout Shop! 2<sup>nd</sup> gets \$75 and 3<sup>rd</sup> gets \$50.

\*Pending final approval/arrangements

# COMMISSIONS & REWARDS

## REWARDS

This year, we're sticking with **Trail's End Rewards**-it's the only prize option.

- Commissions have been raised across the board.
- Scouts can pick multiple gift cards through Trails-End Rewards!

## Weekly Winner!

### GO WILD FOR POPCORN!

- Submit photos of your Wildly Decorated Booth or Wild Scout weekly!
  - Winner gets to shop our Popcorn Prize Table!
- Each week Scouts who sale \$100+ will be automatically entered into the weekly prize drawing!
  - We will have a weekly drawing for EACH DISTRICT! That's FIVE Scouts per week!

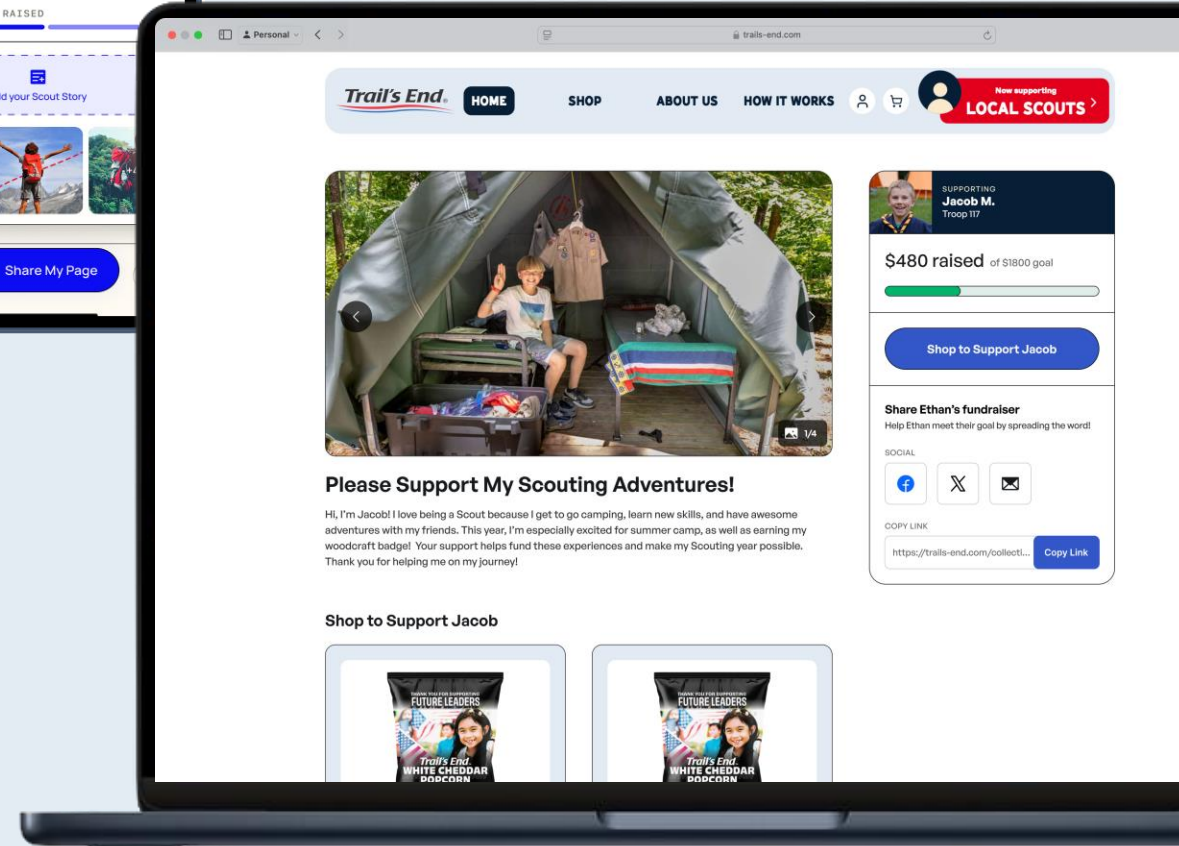
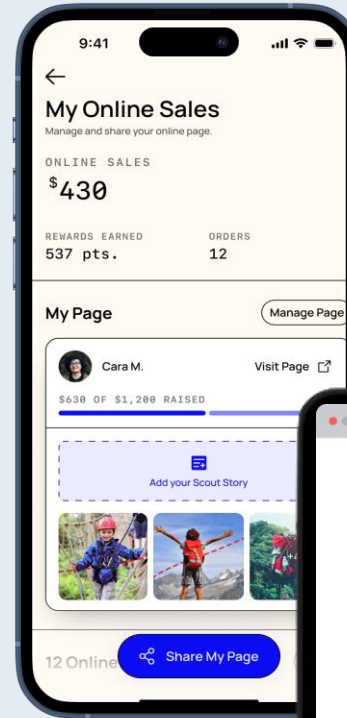
## COMMISSIONS

30%	\$1-4,999
33%	\$5,000-9,999
36%	\$10,000-24,999
38%	\$25,000

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



# Products and Pricing

- **REMEMBER – YOU ARE NOT SELLING POPCORN. ANYONE CAN GO INTO A GROCERY STORE AND BUY A BAG!**
- Mindset shift to “with a \$20 donation you will be helping me attend \*insert adventure like Jamboree / specific summer camp!” and pick anything from the table!

Don't ask customers to buy popcorn. It's to support You!

Even if the customer says no, always say, “Thank you” and “Have a good day.”



# Trail's End®

## 2025 PRODUCTS

- We only sell popular products & flavors that consumers purchase and enjoy every day.
- Now featuring Scouting America and Scouts in action.
- No artificial colors or flavors.

OVER  
**70%**  
STAYS  
**LOCAL\*\***

**\$20**



### SALTED CARAMEL CORN

Reduced from \$25 to \$20  
& 14oz to 11oz

- Rich caramel with just the right amount of salt
- 5 cups | 11oz

**\$20**



### POPPING CORN

Increased from \$17 to \$20

- All natural, popping kernels
- 28oz

**\$20**



### WHITE CHEDDAR POPCORN

#1 Seller Stays at \$20

- Savory and made with real cheese
- 16.5 cups | 6oz

**\$20**



### SWEET & SALTY KETTLE CORN

Increased from \$15 to \$20  
& 3.5oz to 4.5oz

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5oz

**\$25**



### MICROWAVE BUTTER POPCORN

- Just the right snack for movie night
- 12 microwave bags

**New process for damaged product**  
*Example:* You open a case and find a white cheddar bag open.

- Volunteers should email a **photo** and the **product lot number** to [Support@trails-end.com](mailto:Support@trails-end.com).

Our Customer Service team will:

- Credit the Unit directly
- Issue a Council credit

# HEROES & HELPERS 2024 IMPACT



**300,000+ BAGS**

and cartons of Trail's End popcorn were delivered to Active Military, Veterans, Local Food Banks, Fire/Police/EMT, and Homeless Shelters



**52,000+ SCOUTS**

collected Heroes & Helpers Donations — helping fund their Scouting dreams



**\$265,000+ REWARDS**

earned by Scouts from Heroes & Helpers donations

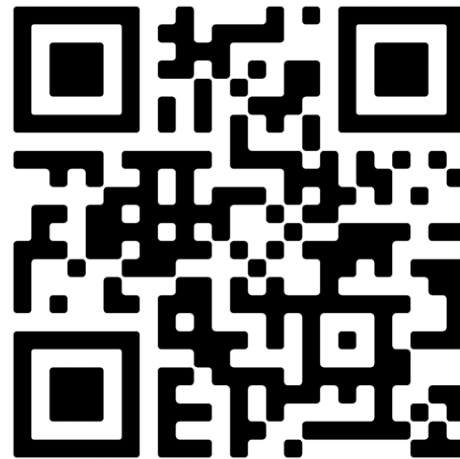
- All \$ donation should be turned into the heroes and helpers program!
- *Scouts earn an additional 0.5 points per donation entered in the app!*
  - \$1 credit card donation = 1.75 pts!
  - \$1 cash donation = 1.5 pts!

# Support

**Trail's End**<sup>®</sup>  
Scout Fundraising

## Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



## Facebook Group

Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.

## Council Support

Council Popcorn Advisor  
[Angel.Ryker@Scouting.org](mailto:Angel.Ryker@Scouting.org)

Fundraising Assistant  
[Tracy.Slice@Scouting.Org](mailto:Tracy.Slice@Scouting.Org)

Director of Development  
[Nathan.Cunningham@Scouting.org](mailto:Nathan.Cunningham@Scouting.org)

The background is a dark blue field filled with faint, light blue line art of outdoor gear: tents, trees, a backpack, a canoe, and a signpost. A red dashed line winds across the image, decorated with five yellow four-petaled flowers. The text "Trail's End" is written in a white, italicized serif font, followed by a registered trademark symbol (®). A thick red swoosh underline is positioned below the text.

*Trail's End*®

THANK YOU!

Comments and Questions?