

GSMIC

Go Wild

Popcorn Sale



Go Wild! 2025 Popcorn Sale Theme Contest

The contest runs from September 2 to November 1

Let's GO WILD with this year's popcorn sale! Each week, we'll spotlight Scouts and Units who bring this year's Go Wild theme to life in their Storefront or Wagon Sales.

Weekly Contest Categories:

- Wildest Setup
- Most Creative Use of the Theme
- Funniest Animal Scout

Things to note:

- Be sure your wild animal is in their Scout uniform!
- One winner will be chosen in each category (unless no entries qualify).
- WEEKLY WINNERS can stop into the Council office to shop from our prize table!
 - Prizes include: Water bottles, camp chairs, buildable drones, STEM kits, gift cards, and more!
- Winners will be notified via email and will be featured on our socials!

Wildcard Scout Drawing:

- Any Scout who sells ****\$100 or more in a week**** (based on Trails End reports) will be automatically entered.
- There will be one Wildcard Winner **PER DISTRICT** every week!
- Wildcard drawings happen Thursdays when winners are announced.

How to Enter:

- Submit your photos by ****Wednesdays at noon**** to: Angel.Ryker@Scouting.org
- Winners are announced every Thursday!

Need inspiration?

Think jungle safari, rainforest expedition, or a zoo on the move! Maybe your den becomes a troop of wild monkeys slinging popcorn, or your wagon transforms into a lion's den on wheels. Dress like explorers, decorate with animal prints, or bring along a (stuffed) tiger to help make the sale! The wilder, the better- just don't forget your Scout spirit!

Let's go WILD and make this year's sale the most exciting yet!

Questions? Contact: Angel.Ryker@Scouting.org

Nathan.Cunningham@Scouting.org

Tracy.Slice@Scouting.org

2025 Popcorn Sale Important Dates

“Go Wild”

July

July 22-24 - Show & Sell Reservations go live in the Trails-End App.

August

August 1 – Online Popcorn Sales Begins (counts towards incentives)

August 5 – Popcorn Party Knoxville Get Ready to “Go Wild”

August 14 – All Unit Show & Sell Orders Due into Trails-End system.

August 27 – Show & Sell Popcorn Distribution

September

September 4 – Show & Sell Popcorn Distribution

September 5 – Popcorn Show and Sell Starts

September 5-26 - Blitz Club

September 19 – Swap and Shop (trade products with other units) 5-6pm

September 30 – Late Sale Show and Sell order due

October

October 15 - Returns “orders” open in Trails End system

October 21 – Late Sale product distribution

October 29 – Return “orders” closes in Trails End System

October 30 – Show and Sell Returns due, and Take Order Popcorn Sale orders due

November

November 7 – Take Order Popcorn Distribution and Prize orders due in Trails End

November 14 – All Show & Sell payments Due and Local Council Incentive forms

December

December 1 – All final popcorn payments due regular sale

December 1 – Late Sale final orders due and sale ends

December 19 – Late Sale Close out due (payments, prizes, and incentives)

PREP

Register Your Unit

- Get started by registering
- New Leaders receive Leader Portal username after registration



<https://login.trails-end.com/unit-registration>

Set Unit & Scout Goals

- Start by planning your program - ask Scouts what they want to do
- Use the goal setting tool to create a budget
- Set your fundraising goal to achieve your program plan



<https://wh-wf-training.s3.amazonaws.com/Goal%20Setting%20Tool.xlsx>

Visit Leader Portal

- One place to manage everything!
- Reserve & manage Storefronts
- Access training page
 - Leader & Scout videos, Kickoff Presentation, Scout & Parent Guide, Rewards flyer
- Order popcorn & track inventory
- View Scout sales in real-time
- Submit rewards
- Claim Unit payout



<https://login.trails-end.com/>

Reserve Storefronts™

- Maximize sales by selecting "One Scout per shift"
- Entering a Unit goal is required to reserve (for participating Councils)
- Trail's End booked hours have \$300+ sales potential based on foot traffic & trained Scouts
- Reservations at Trail's End Storefronts from Fri-Sun that have no Scouts signed up for shifts will be auto-released each week at 8pm ET

RESERVATION SCHEDULE
Mon-Fri 3-4 hours
Sat & Sun 6-10 hours

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

Rewards

- New eGift Cards*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Earn more with one Scout & Parent shifts
- Scouts receive more points with Heroes and Helpers, app credit & online

Scout Participation

- Explain "what's in it for Scouts / families" to participate
- Share goals & budget with parents
- All Scouts need a Trail's End account
 - Give Trail's End Unit Code to new Scouts to register
 - Returning Scouts use their 2024 username

*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms. 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. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older).

SELL

Best Practices

- You're not selling popcorn... you're selling Scouting!
- For Scouts...
 - Get a head-start with online sales in June/July
 - Record sales in Trail's End App
 - Enter donations received as Heroes and Helpers
 - Never ask customers to buy popcorn... it's to support you
- Ensure all shifts are filled or release for other Units
- Check Reserve Storefronts page on Thursdays at 8pm ET for auto-released hours

Heroes and Helpers™

- Trail's End ships products to military personnel and their families, first responders & local food banks
- Automatically added to Unit orders each night
- Scouts earn 1.75 points (credit & online) and 1.5 points (cash) per \$1 Heroes and Helpers sold

Trail's End App - Credit Sales

- Faster, safer, higher sales, & Trail's End pays all fees!
- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware required
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually
- Scouts can share orders with customers to checkout on their device

Cash to Credit™

- Scouts receive an additional 0.25 point for every cash dollar converted to credit
- Points for Storefront cash converted are split among Scouts working the store that day
- Parents keep the cash and use their card to convert
- Leaders use their card to convert cash returned from Storefronts

WRAP UP

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate & enjoy your Scouting year!

Thank you for choosing Trail's End!



SUPPORT & FAQs

<https://support.trails-end.com/>



JOIN TRAIL'S END POPCORN COMMUNITY ON FACEBOOK

<https://www.facebook.com/groups/TEPopcornCommunity>

PREP

Trail's End App

New Scouts: download & register

- Use your zip code or Trail's End Unit Code

- Families can use the same email for multiple accounts, but each Scout needs their own account

Returning Scouts: download or update, and use your 2024 username

Families: login to all Scout accounts and easily switch accounts by tapping the arrows at the top of the app dashboard



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

Explore the App

- Set your goal on the dashboard
- Customize your online fundraising page
- Sign-up for storefront shifts
 - View site instructions for store / setup details
- Watch storefront videos on Training page

Practice Your Sales Pitch

"Hi, my name is _____ (first name only!) and I'm earning my way to _____ (goal for your funds)! Can I count on your support?"

My favorite flavor is _____ (pick one!). If you don't have cash, don't worry, we prefer credit card!"

Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. 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."

Sales Tips

- Follow the Guide to Safe Scouting at all times
- Make a list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your field uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support



<https://www.facebook.com/groups/TEScoutParents>

Storefronts™

- Thank store managers & employees for supporting Scouting!
- Setup table near exit door, or where specified by store
- Enhance the shoppers' experience; do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Leave No Trace!

My Leader: _____

Phone / Email: _____

For more information, visit our FAQs →



<https://support.trails-end.com>

SELL

Best Practices

- Record all sales in app, including donations
- Heroes and Helpers™: your customers can send products to military troops, first responders & food banks, while still supporting you!
- Follow-up with online customers who have not supported
- Set goal in the app & track your progress

Sales Methods

- Storefronts: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text; products will be ship to them.
- Scout Sales: sell to family & friends in person

Rewards

Choose the prizes you want by recording sales in the Trail's End App and collecting points towards eGift Cards!



- New eGift Cards*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Heroes and Helpers: 1.75 pts (credit & online), 1.5 pts (cash)
- Credit & Online: 1.25 pts
- Cash: 1 pt
 - Each sale only accrues points in the applicable category above in which it will earn the most points
- Cash to Credit™: receive additional 0.25 points for every cash dollar converted to credit
 - Points for Storefront cash converted are split among Scouts working the store that day
- Scan QR code flyer to view storefront & online bonuses!

<https://wh-wf-training.s3.amazonaws.com/2025%20Scout%20Rewards.pdf>

Trail's End App - Credit Sales

Faster, safer, higher sales, & Trail's End pays all fees!

- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware needed
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually or share orders with customers to checkout on their device

WRAP UP

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank customers
- Claim Rewards
- Choose the prizes you want with your eGift Card

Enjoy your Scouting year!

*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms. 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. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older).

NEW REWARD OPTIONS* – PICK ONE OR MULTIPLE!

AMAZON, TARGET, WALMART, PREPAID MASTERCARD®, DICK'S SPORTING GOODS, NINTENDO, REI, GAMESTOP, BASS PRO SHOPS, BEST BUY, CABELA'S, APPLE, LEGO, XBOX, AND PLAYSTATION



Choose the prizes you want by recording sales in the Trail's End App and collecting points towards eGift Cards and Prepaid Cards

EARN MORE WITH HEROES AND HELPERS™

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



EARN MORE! EASIER!
Download the Trail's End App today

Trail's End Distributed Rewards earned in 2025 must be claimed by June 30, 2026.

*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms. 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 and do not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older). Virtual Prepaid Mastercard is issued by Pathward®, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. No cash access or recurring payments. Can only be used in the U.S. where Debit Mastercard is accepted online, for phone/mail orders or in stores that accept mobile wallet. Card valid for up to 6 months; unused funds will forfeit after the valid thru date. Terms and conditions apply.

OVER 70% STAYS LOCAL!*



**WHITE
CHEDDAR
POPCORN**



**SALTED
CARAMEL
CORN**



**SWEET & SALTY
KETTLE CORN**



**POPPING
CORN**



**MICROWAVE
BUTTER
POPCORN**



**CHOCOLATEY
PRETZELS**



SUPPORT OUR HEROES AND HELPERS™!

By providing your support to Scouting, you're helping bring heartwarming snacks to military personnel and their families, first responders and local food banks!



**MORE ONLINE PRODUCTS
& NUTRITIONAL FACTS**

ONLINE SCOUT ID:

Product images for illustration purposes only, actual product packaging may vary. Products, pricing and specifications subject to availability and change without notice. *Amount donated is calculated based on Trail's End Return to Scouts, see Terms & Conditions at portal.trails-end.com/legal/terms for details. All sales of Trail's End products may only be conducted by individuals authorized by Trail's End in compliance with all applicable terms of sale and agreements.

THANK YOU FOR YOUR SUPPORT!

70% of sales stays locally* and pays for summer camp, outdoor adventures, program expenses, and helps families who can't afford Scouting. Scouts who fundraise with Trail's End learn public speaking, goal setting, entrepreneurship, perseverance, and how to earn their way.

WHITE CHEDDAR POPCORN	SALTED CARAMEL CORN	SWEET & SALTY KETTLE CORN	POPPING CORN	12PK MICROWAVE POPCORN	CHOCOLATE PRETZELS	HEROES AND HELPERS™
-----------------------	---------------------	---------------------------	--------------	------------------------	--------------------	---------------------



		NUMBER OF PACKAGES ORDERED										
	NAME	STREET ADDRESS / PHONE NUMBER / EMAIL							AMOUNT DUE	DELIVERED ✓	PAID ✓	
1									1			
2									2			
3									3			
4									4			
5									5			
6									6			
7									7			
8									8			
9									9			
10									10			
11									11			
12									12			
13									13			
14									14			
15									15			
16									16			
17									17			
18									18			
19									19			
20									20			
			(add lines 1-20 and enter here)						GRAND TOTAL	\$		

SCOUT

UNIT

MY GOAL

*Amount donated is calculated based on Trail's End Return to Scouts, see Terms & Conditions at portal.trails-end.com/legal/terms for details. All sales of Trail's End products may only be conducted by individuals authorized by Trail's End in compliance with all applicable terms of sale and agreements.

GSMIC

2025 Go Wild Popcorn Sale

Council Incentives

- **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 postgame 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! 2nd gets \$75 and 3rd gets \$50.

*Pending final approval/arrangements

Trail's End®

SCOUTS BSA PROMO 2026 NATIONAL JAMBOREE & HIGH ADVENTURE BASES



EARN 5,000 IN BONUS REWARD POINTS (EST. \$750 VALUE)
WHEN YOU SELL \$10,000 TO FUEL YOUR ADVENTURES