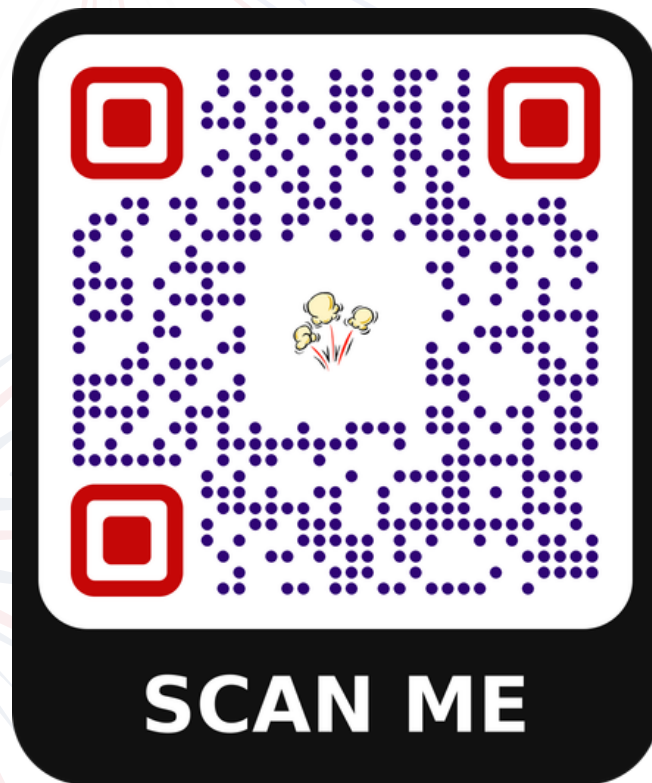


2026 GSMC Popcorn Guide

Pop into the 2026 Popcorn Sale!



Scan for Council Popcorn Page

2026 Popcorn Sale Important Dates

July

July 27 - Trails-End Auto Assigns Storefronts. (Unit can drop these on 7/29)

July 27 - Popcorn Ordering Opens

July 29 – Trails-End Opens Storefront Reservations

August

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

August 4 – Pop into the 2026 Popcorn Sale- Council Kick-off

August 10 – All Unit Show & Sell Orders Due into Trails-End system.

August 20 and 24 – Show & Sell Popcorn Distribution

August 29 – Show & Sell (Storefronts) opening weekend!

September

September 9 – Swap & Shop 5-7pm @Council (trade products with other units)

September 14 – Replenishment Orders Due

September 24 – Replenishment Order Distribution

October

October 9-25 – Blitz Club

October 30 – All Returns Due to Council

November

November 6 – Prize Orders Due to Trails- End

November 18 – Top Sellers/Scout Sales Report Due to Council (for incentives)

November 18 – ALL Payments Due (End Sale)

January

January 19 – Key Leaders Recap Meeting



2026 NEW UNIT PRODUCT PROMOTION

NO RISK! NO UPFRONT COST!
\$480 OF FREE POPCORN FOR NEW UNITS
STOREFRONTS RESERVED FOR YOU

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 (\$480 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



“We got our free popcorn and I couldn’t believe how quickly we sold it. We ended up **making \$27,593 in our first year.....our best fundraiser ever!**”

Madhavi Koritala, Troop 2605
Unit earned \$27,593 (\$70,832 sales)
Scouts earned avg \$788 (\$2,023 sales)



**VIEW
PROMOTIONAL
DETAILS**

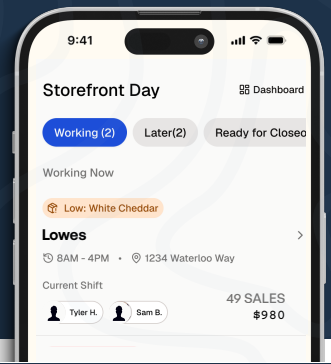


**DON'T MISS OUT!
REGISTER TODAY!**

Questions? Contact us at support.trails-end.com

Trail's End®

2026 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

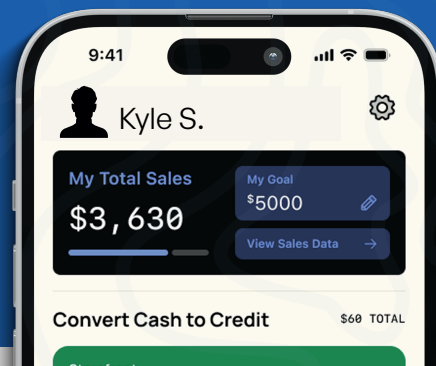


Meet Fin - Trail's End's new Chatbot

Get live answers in the Portal!

Trail's End®

2026 Parent Guide



New to Trail's End?

Click [here](#) or scan the QR code to download the App!



START

Log into the Trail's End App®

- Sign up for Storefronts shifts
- Personalize and share your online page
- Build your skills with training

Enter the App

- Enter your sales goal in the App
- Recommended: \$2,000 for Cub Scouts and \$3,000 for Scouts BSA

Practice Your Pitch

Hi, my name is ____! I'm raising money for Scouting and ____ (summer camp). Can I count on your support?

- Stand, ask everyone, make eye contact, smile, and always say thank you!

Throughout the Sale

- Enter every sale in the App in real-time
- Track your progress towards your goal
- Set hourly goals - I'm going to sell \$500 this hour!

Track Progress Towards Your Goal

- That's it - you're done.
- Celebrate and enjoy your Scouting year!

FINISH



HEROES AND HELPERS®

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



GO CASHLESS!

Ask consumers to pay with credit! Tap-to-pay transactions make it faster, easier, and safer for everyone.

... AND Scouts earn **4x more Rewards** with credit!

TRAIL'S END® REWARDS

Scouts earn eGift Cards (Amazon®, Prepaid Mastercard®, and more) and choose the prizes they want! With 100% credit sales, Scouts claim when ready!

[View 2026 Rewards](#)

TRAIL'S END® STOREFRONTS: FUND YOUR YEAR IN A WEEKEND

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



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

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
\$25,000*	100,000	+	235,000	=	335,000	\$3,350
\$15,000	60,000	+	140,000	=	200,000	\$2,000
\$10,000	40,000	+	70,000	=	110,000	\$1,100
\$7,500	30,000	+	50,000	=	80,000	\$800
\$5,000	20,000	+	30,000	=	50,000	\$500
\$4,000	16,000	+	21,500	=	37,500	\$375
\$3,000	12,000	+	13,000	=	25,000	\$250
\$2,000	8,000	+	3,000	=	11,000	\$110
\$1,500	6,000	+	1,500	=	7,500	\$75
\$1,000	4,000	+	500	=	4,500	\$45
\$600	2,400	+	100	=	2,500	\$25

***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>.

OVER 70% STAYS LOCAL!*



**WHITE CHEDDAR
POPCORN**
\$20



**SALTED CARAMEL
CORN**
\$20



**SWEET & SALTY
KETTLE CORN**
\$20



SEA SALT POPCORN
\$20



**MICROWAVE
BUTTER POPCORN**
\$25



**CHOCOLATEY
PRETZELS**
\$30



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	SEA SALT POPCORN	12PK MICROWAVE POPCORN	CHOCOLATEY PRETZELS	HEROES AND HELPERS™
-----------------------	---------------------	---------------------------	------------------	------------------------	---------------------	---------------------



	NAME	STREET ADDRESS / PHONE NUMBER / EMAIL	\$20	\$20	\$20	\$20	\$25	\$30	\$1	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.

2026 Council Popcorn Incentives

- Popcorn Patch for all sellers, Heroes & Helpers Pin, Online Sale Pin, and Pin for \$1,000+ Club!
- Regal Movie Day: Sell \$250 or more earn family entry to private viewing.(Immediate/household family members only.) Saturday, January 9, 2027- Minions & Monsters
- \$500 Club: Earns 1 ticket to the Knoxville Ice Bears game for the qualifying Scout. Includes hat and patch. \$1,000 includes a parent, guardian ticket. Date TBD.
- \$500 Club: AMSE Science Exploration day - Earns youth and adult entry free. Saturday, February 27, 2027. Additional discounted tickets available
- Top 50: Earns Main Event Party, includes 2 hour wristband for activities and 2 hour arcade card. 9am - 11am, Saturday, January 30, 2027
- \$2,500 club: Family pack 1 Scout and 3 additional tickets to the Ice Bears game.
- Top 10 sellers receive Knoxville Ice Bears Game Puck, Top 3 sellers on ice for the pregame, Swag Bag for Top 3 Sellers, Top Seller drops the game puck.
- Top seller in the council earns \$100 gift card to Amazon or Scout Shop, 2nd gets \$75, and 3rd gets \$50!!

Council Popcorn Contacts

Angel Ryker

0 (865)566-0642 · M (865)454-7799

Angel.Ryker@Scouting.org

Tracy Slice

(865)588-6514

tracy.slice@scouting.org

Nate Cunningham

(865)686-2353

nathan.cunningham@scouting.org

Trails-End Contacts

Email:

Support@trails-end.com

Leader and Parent Resources:

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

