



Trail's End®

The logo features the text "Trail's End" in a white, italicized serif font, followed by a registered trademark symbol (®). A red swoosh underline is positioned beneath the text.



**SCOUTING
COLORADO™**



2026 Popcorn Sale Kick-Off

Trail's End®

Objectives

Trail's End®
Scout Fundraising

1. 2025 Recap
2. Why We Sell
3. Technology and Storefront Updates
4. Council Theme & Incentives
5. Resources

Greater Colorado – 2025 Total Sales

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Total Unit Sales: \$1,562,020

Total Unit Retail sold including Traditional Unit Orders and Online sales attributed to the Council

Unit Commissions: \$555,676

Total Unit Commissions for both Traditional Retail Ordered and Online Sales

Council Commissions: \$455,954

Greater Colorado Top Scouts and Units

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Scout Rank	Scout Name	District Name	Unit Name	Scout Sales
1	Chloe K	Valley District	Troop 311	\$17,960
2	Colton K	Valley District	Troop 311	\$17,563
3	Ryan M	Valley District	Pack 414	\$15,508
4	Evan R	Valley District	Troop 311	\$11,670
5	August M	Black Feather District	Pack 369	\$11,316
6	Trent P	Valley District	Troop 311	\$10,372
7	Seamus B	Valley District	Troop 311	\$10,103
8	Oliver R	Alpine District	Troop 888	\$8,028
9	Flynn O	Alpine District	Troop 537	\$7,908
10	Jonah B	Valley District	Troop 414	\$6,868
11	Emerson G	Centennial District	Pack 113	\$6,642
12	Conor F	Centennial District	Pack 770	\$6,484
13	Finn B	Alpine District	Pack 203	\$6,466
14	Hazel R	Centennial District	Pack 725	\$6,353
15	Rhys M	Valley District	Pack 545	\$6,226
16	Marcus B	Alpine District	Pack 548	\$6,151
17	Alek B	Black Feather District	Troop 870	\$5,926
18	Finnigan M	Alpine District	Pack 548	\$5,812
19	Garrett H	Black Feather District	Pack 620	\$5,808
20	Vincent L	Frontier District	Pack 34	\$5,791
21	Deacon H	Black Feather District	Pack 628	\$5,668
22	Jack M	Black Feather District	Troop 316	\$5,516
23	Iayla k	Valley District	Pack 471	\$5,505
24	Asher B	Valley District	Pack 414	\$5,504
25	Isokan K	Valley District	Pack 414	\$5,485

Unit Rank	Unit Name	District Name	Unit Traditional Sales	Unit Online Sales
1	Troop 311	Valley District	\$103,167	\$3,597
2	Pack 414	Valley District	\$71,359	\$6,289
3	Pack 545	Valley District	\$60,318	\$4,813
4	Pack 781	Black Feather District	\$58,231	\$6,649
5	Pack 548	Alpine District	\$55,951	\$3,697
6	Pack 396	Black Feather District	\$41,891	\$5,002
7	Pack 229	Three Rivers District	\$37,787	\$4,401
8	Pack 369	Black Feather District	\$34,695	\$4,335
9	Troop 537	Alpine District	\$37,174	\$933
10	Pack 203	Alpine District	\$31,840	\$3,726
11	Pack 444	Black Feather District	\$28,565	\$5,303
12	Pack 847	Alpine District	\$26,789	\$6,959
13	Pack 471	Valley District	\$30,850	\$1,539
14	Pack 748	Alpine District	\$29,774	\$2,479
15	Pack 462	Black Feather District	\$28,926	\$2,916
16	Pack 770	Centennial District	\$24,923	\$3,063
17	Pack 914	Centennial District	\$22,144	\$2,239
18	Pack 225	Three Rivers District	\$21,840	\$1,213
19	Pack 34	Frontier District	\$19,137	\$2,278
20	Pack 620	Black Feather District	\$17,149	\$3,545
21	Pack 131	Centennial District	\$19,297	\$1,127
22	Pack 375	Centennial District	\$16,410	\$3,043
23	Troop 414	Valley District	\$17,901	\$1,289
24	Troop 16	Black Feather District	\$16,713	\$2,472
25	Troop 448	Alpine District	\$18,346	\$327

Rank	Unit	Council	Total \$'s
1	Pack 313	Greater Tampa Bay Area Council	\$400,621
2	Pack 7721	Garden State Council	\$194,274
3	Pack 0273	Middle Tennessee Council	\$177,574
4	Pack 365	Greater Yosemite Council	\$146,174
5	Pack 3303	Lake Erie Council	\$145,653
6	Troop 282	Chief Seattle Council	\$139,636
7	Pack 0583	Mid-Iowa Council	\$138,848
8	Troop 3714	Northern Star Council	\$125,184
9	Pack 62	Northeast Georgia Council	\$119,871
10	Pack 3396	Last Frontier Council	\$119,356
11	Pack 1857	Circle Ten Council	\$112,766
12	Pack 0264	Crossroads of America Council	\$109,310
13	Pack 189	Northeast Illinois Council	\$108,445
14	Pack 0081	East Carolina Council	\$108,093
15	Pack 77	Las Vegas Area Council	\$108,013
16	Troop 311	Greater Colorado Council	\$106,764
17	Troop 64	High Desert Council	\$104,854
18	Pack 107	Three Fires Council	\$104,155
19	Pack 0112	Crossroads of America Council	\$103,399
20	Troop 0384	California Inland Empire Council	\$101,259

NEW ALL TIME RECORD!

★ **\$400,621** ★
Pack 313

★ AB1 **21 Units** ★
Sold >\$100K

★ **194 Units** ★
Sold >\$50K

★ **2,678 Units** ★
Sold >10K
Represents 78% of the Sale

Slide 6

AB1 Top 10 & top 20 dupe slide-
- remove Jade from Zoey-Jade (#12)
Angela Blum, 2026-01-09T17:53:33.273

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Powered by Popcorn

Trail's End®
Scout Fundraising



**BECOME
DECISIONS MAKERS**



**LEARN MONEY
MANAGEMENT**



**BECOME
GOAL SETTERS**



**BECOME FUTURE
ENTREPRENEURS**



**LEARN
PEOPLE SKILLS**

Benefits for Scouts

- Personal growth program that can be applied to advancement opportunities and service projects.
 - Earn 15 eGift Cards
 - Millions of prize choices
- Scouts choose the prizes they *want*

Scouts Learn

- How to help others around them
 - Public speaking & math skills
- Salesmanship & perseverance
 - How to earn their own way
 - The value of hard work
 - How to handle rejection

Ideal Year of Scouting

Trail's End®
Scout Fundraising

Plan Program

- Plan exciting adventures
- Add extra activity or campout supported by popcorn funds.

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!



Ways to Sell

Trail's End®
Scout Fundraising

Storefronts

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming in and out of stores.
- Best Practice: One Scout and their parent per shift.



Online

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!

Wagon

- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



2026 Trail's End Product Mix

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\$20



White Cheddar

- National #1 seller
- Savory and made with real cheese
- 16.5 cups | 6oz

\$20



Salted Caramel Corn

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

\$20



Kettle Corn

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

\$20



Sea Salt

- Just the right amount of salt
- 3 simple ingredients
- 12.5 cups | 5oz

\$25



Microwave Butter Popcorn

- The right snack for movie night
- 12 microwave bags

\$30



Chocolatey Pretzels

- Crisp airy pretzels in a creamy chocolatey coating
- 12oz
- Take order availability only - shipping after 09.26

Products and Pricing

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- **One price – simplifies the fundraiser.**
 - Inventory management
 - Mistakes with selling the wrong bag
- Trail's End tested this mix last year!
 - \$11 an hour increase
 - 8% more Yeses
 - Scouts understand its not about the product its about ME and my Unit.



NEVER, NEVER,
NEVER ask
customers to buy
popcorn.
It's to support You!

Products and Pricing

Trail's End®

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



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

New Unit Success: Free Product

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★ **622** ★

New Units Took Advantage

★ **\$4,623,908** ★

Total Sales

★ **\$7,434** ★

Average Order/New Unit



2 CASES
24 BAGS

Work 4 Storefront hours | Sell both cases by 10/31

Reservation Hours Available from TE for GCC	20,239
Shift Hours <u>Booked</u> by Units	8,048
Shift Hours <u>Claimed</u> by Families	5,141
Shift Hours <u>Worked</u> by Scout	4,796

**For 2026 TE has already booked
OVER +17,000 HOURS of storefronts for GCC!**

Storefront Prep (Video)

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Scout – Dealing w/ Excuses (Video)

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Scout Fundraising

2026 VIP Program

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VIP Designation and hours are assigned based on PY Total Sales

VIP Gold -\$60k+ Units

- All Hours Assigned- 1:1 Meeting with Storefront team - 50k Hours

VIP Silver -\$30-60k Units

- ~100% of Hours* – 103k Hours

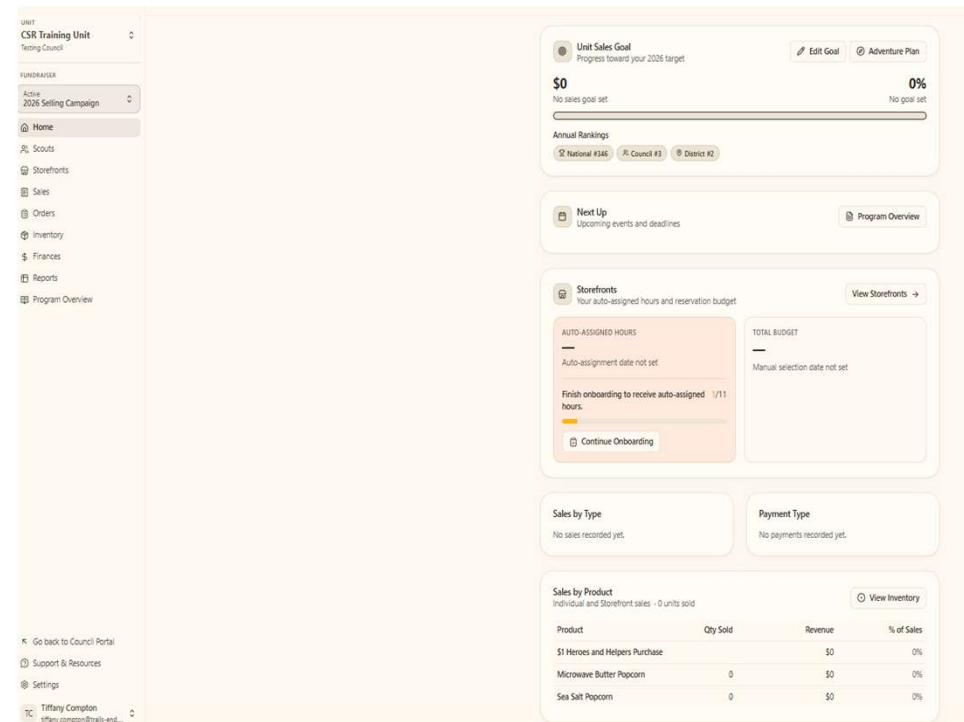
VIP Bronze -\$10k to \$30k Units

- ~50% of Hours* - 92k Hours

2026 Technology Update – Unit Leaders



- 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
- Overview screen with Timeline, Storefronts, Rewards, and Commissions info!



2026 Technology Update – Unit Portal

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Program Overview

Everything you need to know about this year's selling campaign.

[Timeline](#) [Storefronts](#) [Rewards](#) [Commissions](#)



Timeline

Key dates for your council program this year.

[No Title]

COMING SOON

Storefront Auto Assignment

Units will be auto-assigned storefront hours to help jump start the planning process with less effort.

COMING SOON

Unit Onboarding Deadline

Deadline to complete onboarding. This information is used to help prepare for an effective sale and is required for auto-assignment.

COMING SOON

Storefront Claiming Opens

When manual storefront selection will open for all units in the council.

COMING SOON

Storefront Selling Starts

First day to sell at storefront locations. Your first reservation may not be on this day, but this is when they are first available.

FEB 2, 2026

First Order Window Opens

When the window for your first unit order will open.

FEB 13, 2026

First Order Window Closes

The last day to submit your first order.

ONGOING - EVERY TUESDAY

Auto Release

Reservations without an assigned scout are released back to the pool.



Storefronts

Auto Assignment

Your unit will be automatically assigned storefront hours on (unspecified) based on your registration and unit size.

AUTO-ASSIGNED HOURS

—

Spread across multiple retail locations in your area

Finish onboarding to receive auto-assigned hours.

Your Storefront Budget [How this works](#)

Your budget is the total number of storefront hours your unit can hold at one time — it is **not additive** with auto-assigned hours. Auto-assigned hours count against this budget.

TOTAL HOUR BUDGET

—

Manual selection date not set

ⓘ **Need more hours?** If you've used your full budget but want to claim different shifts, release some auto-assigned hours to free up budget. Your budget can also expand as selling progresses, ensuring your unit can grow the sale if needed.

Auto Release

Every **Tuesday**, any storefront reservation for the next weekend (Friday, Saturday, and Sunday reservations) that does not have at least one scout assigned to it will be automatically released back to the pool so other units can claim it.

ⓘ Reservations with assigned scouts are never auto-released.

2026 Technology Update – Unit Portal



Finances

Review financial summaries, payouts, and reports.

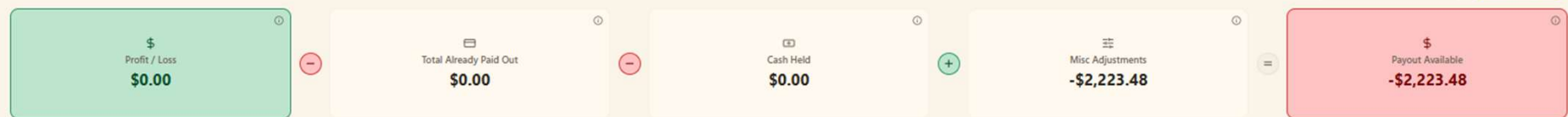
Invoice Statement

Council/Unit Commission Agreement

Profit / Loss Breakdown



Payout



No bank account on file

Initiate Payout

Council Balance: Transaction History

All transactions for your unit this season.

Download

Date	Transaction Type	Description	Amount
Mar 31, 2026	BALANCE-FORWARD	Start of year debit applied	\$2,223.48
Totals			\$2,223.48

2026 Technology Update – Unit Portal



Rewards

Scouts earn reward points on every sale. Points can be redeemed for gift cards to popular stores.

Points Earning Rates

Credit / Online Sales
4 pts / \$1
Points are awarded automatically at checkout.

Cash Sales
1 pt / \$1
Points are awarded once cash is turned in to the unit.

Point value: 1 point = \$0.01

Bonus Point Tiers

Scouts earn bonus points for each sales milestone they hit. Rewards will be granted at each level and are cumulative.

Sales Milestone	Bonus Points	Value
\$600	100	\$1.00
\$1,000	400	\$4.00
\$1,500	1,000	\$10.00
\$2,000	1,500	\$15.00
\$3,000	10,000	\$100.00
\$4,000	6,500	\$65.00
\$5,000	8,500	\$85.00
\$7,500	20,000	\$200.00
\$10,000	20,000	\$200.00
\$15,000	70,000	\$700.00
\$25,000	95,000	\$950.00

Above \$25,000 scouts earn an additional 45,000 bonus points for every \$5,000 in total sales beyond that milestone. Higher fixed tiers from the catalog are not listed in the table above.

Claiming Rewards

Scouts claim their own rewards through the Scout app, selecting from available gift card options. Rewards from credit and online sales are available immediately. Cash sale rewards become available only after the cash has been turned in to the unit leader.

☐ **Important for cash sales:** Scouts will not receive reward points for cash transactions until the unit leader records the cash as collected. Track cash turn-ins promptly so scouts are not waiting on their rewards.

Reports

Generate and email reports for your unit.

- Master Shift Report**
This report provides a list of all storefront shifts over the specified date range.
- Undelivered Items by Scout**
This report serves to create a list of packing slips for each Scout. That way the PK knows what popcorn each Scout needs to fill their undelivered orders.
- Inventory Transaction Report**
This report provides a list of inventory transactions for your unit, Scouts, and storefronts.
- Sales Transaction Report**
This report provides a list of sales transactions.
- Sales Transaction Detail Report**
This report provides a list of transaction details by sale.

\$ Unit Commissions

[View Commissions ->](#)

Retail
34.00%

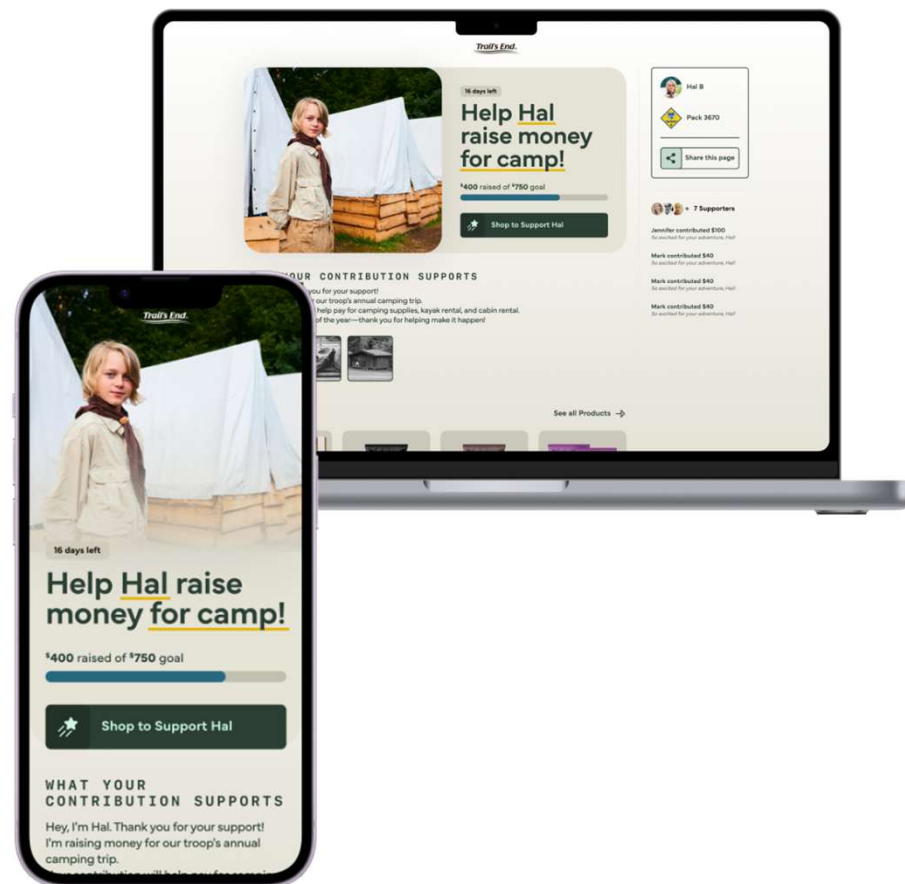
Online
40.00%

Total Bonuses
0.00%

TRAIL'S END PROGRAM - ONLINE

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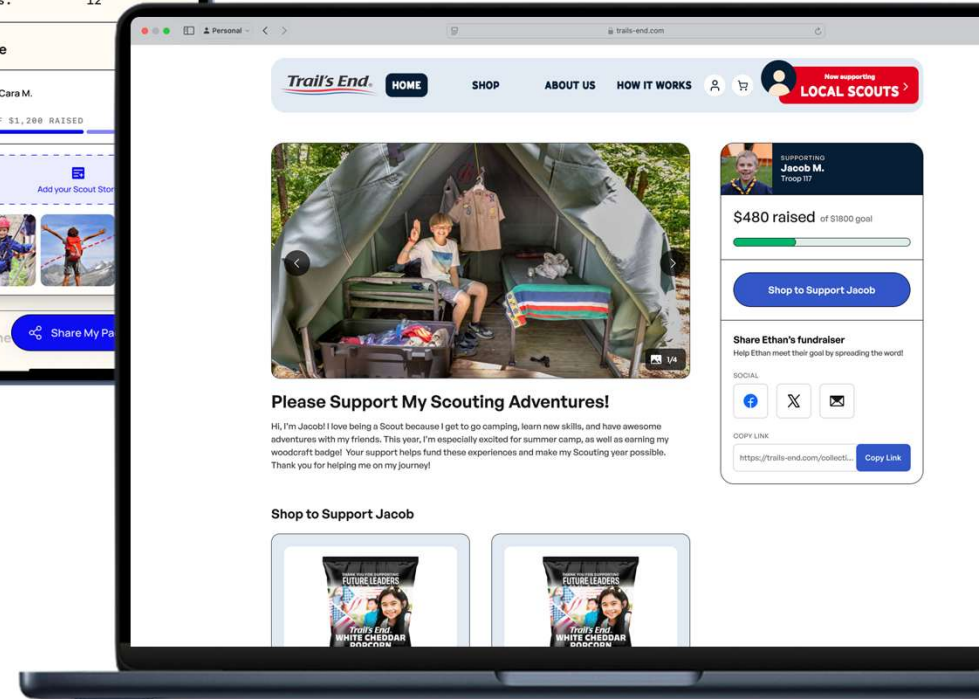
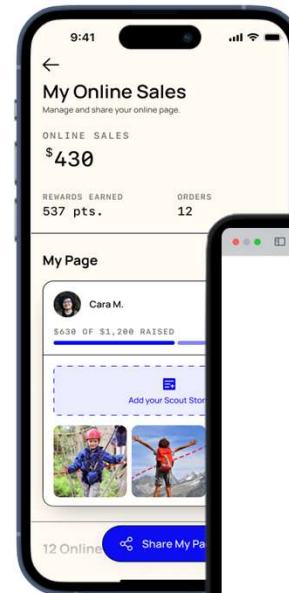
- Units avg 12-15% in Online sales
- Orders are fulfilled and delivered in *2-5 business days
- Share your custom Scout link on social media or text/email to family and friends



Trail's End program - online

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- Sharing 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
- **\$6.99 shipping**



Trail's End Rewards

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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



This Year's Theme

This year's sale launches Scouts into Super Popcorn Galaxy—a popcorn-powered adventure across stars, coins, and new worlds! As Scouts reach sales milestones, they'll unlock rewards, power up their progress, and discover new levels throughout the sale. Collect coins, grab a Super Star, and let's power up another incredible year of Scouting!

This year Scouts can earn fun themed prizes for selling popcorn!

\$300 Needoh

\$600 SuperMushroom Light

\$1,000 Partner Organization Experience*

**More details to follow in August*



- 10 "No" Challenge
- Top Kernel Fiesta
- Opportunities for bonus commission into Council Unit account

Units can earn up to 37% commission for the traditional popcorn sale. Bonus commission is given in December only if units have settled their popcorn account by December 5th.

30% Base Commission

5% Bonus Commission: 20/20 Club (Complete any 1 of the 3 below)

- Unit Sells over \$20,000 of Popcorn in 2025
- 20% increase in total popcorn sales from 2024 amount
- Unit new to the popcorn sale (did not participate in the 2024 popcorn sale)

2% Bonus Commission for Zero Returns

- Each Unit can only return a maximum 5% their product in general; any returns at all loses this 2%

35% Flat Commission given for all “Direct to Consumer” online popcorn sales

If a unit sells over \$40,000 in Popcorn, they will automatically qualify for 37% commission.

***Any unit whose account is not settled in full by 1-1-2026 will receive a maximum 30% base commission.**

July 22	Popcorn/Cub Recruitment Kickoff 1, 5PM-8PM (Wednesday)
July 25	Popcorn/ Cub Recruitment Kickoff 2, 10AM-2PM (Saturday)
July 29	Storefront Availability Opens
August 10	Deadline for Units to place first order (Show and Sell)
August 21	Popcorn Distribution at District Sites
September 15	Second Replenishment Order Deadline (& Chocolate Pretzels)
September 25	Distribution for Second Order
October 12	Popcorn returns
November 2	Deadline for Units to place final order (Individual Items)
November 13	Council Popcorn Distribution
December 4	All money needs to be into the Greater Colorado Council (Paid in Full)

TE RESOURCE LIBRARY

Trail's End®

Both Leader & Scout Resources

Online Webinars

Live Q&As

Leader Guides & Parent Guides

Visit Today

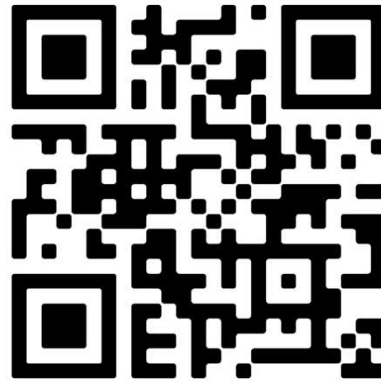


TE Support

Trail's End®
Scout Fundraising

Trail's End Support

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



Facebook Group

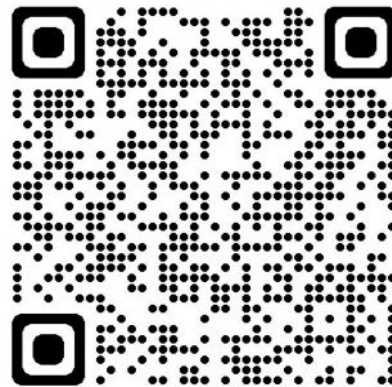
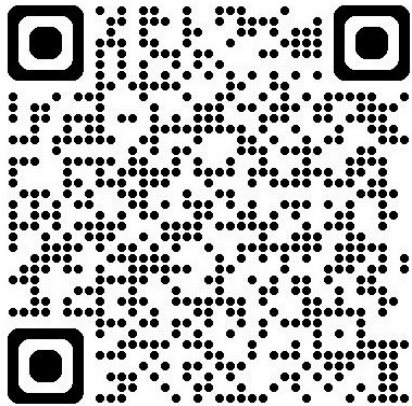
Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.

TE Support

- Support@Trails-End.com

Council Staff Directory

Find your DE's contact information



Join our Facebook Group

Council Popcorn Forum

Council Support

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THANK YOU!

Comments and Questions?