

The logo for Trail's End, featuring the text "Trail's End" in a white, italicized serif font with a registered trademark symbol. A red swoosh underline is positioned beneath the text.

Trail's End®

The Scouting America logo, featuring a white fleur-de-lis with an eagle in the center, perched on a shield with stars.

Scouting America™
Pathway to the Rockies Council

**To help Scouting
Raise the Money
it needs in the
LEAST amount of time!**

2024 Top Sellers

Top Ten Units (8,500 Units sold Nationally)

Rank	Unit	District	Total \$'s
1	Pack 0228	East Service Area	\$46,930
2	Troop 0027	Southwest Service Area	\$32,913
3	Pack 0231	East Service Area	\$30,549
4	Pack 0027	Southwest Service Area	\$29,299
5	Pack 0100	COS North Service Area	\$20,957
6	Pack 0019	Southwest Service Area	\$19,675
7	Pack 0084	COS South Service Area	\$19,246
8	Troop 0220	East Service Area	\$18,566
9	Pack 0255	East Service Area	\$15,499
10	Pack 0223	East Service Area	\$15,096

2024 Top Sellers

Top Ten Scouts (100,000 Scouts sold Nationally)

Rank	Scout	District	Unit	Total Sales
1	Aiden C	Southwest Service Area	Troop 0027	\$9,140
2	Patrik B	East Service Area	Troop 0220	\$8,745
3	Brayden H	East Service Area	Pack 0228	\$6,698
4	Ryan C	East Service Area	Troop 0220	\$6,315
5	Carter L	Southwest Service Area	Pack 0019	\$5,074
6	Ethan G	Southwest Service Area	Troop 0027	\$4,950
7	Henry M	East Service Area	Pack 0228	\$4,098
8	Wade W	COS North Service Area	Troop 0079	\$4,037
9	Camden K	Southwest Service Area	Pack 0027	\$4,035
10	Ethan R	East Service Area	Pack 0228	\$3,796

Ideal Year of Scouting

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!



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[®]



Scout Participation

- # of Scout with a Sale = 540 (out of 3,050 = 18%)
- Avg % of Scouts within selling Units = **45%**
- How do we increase participation within your Unit?

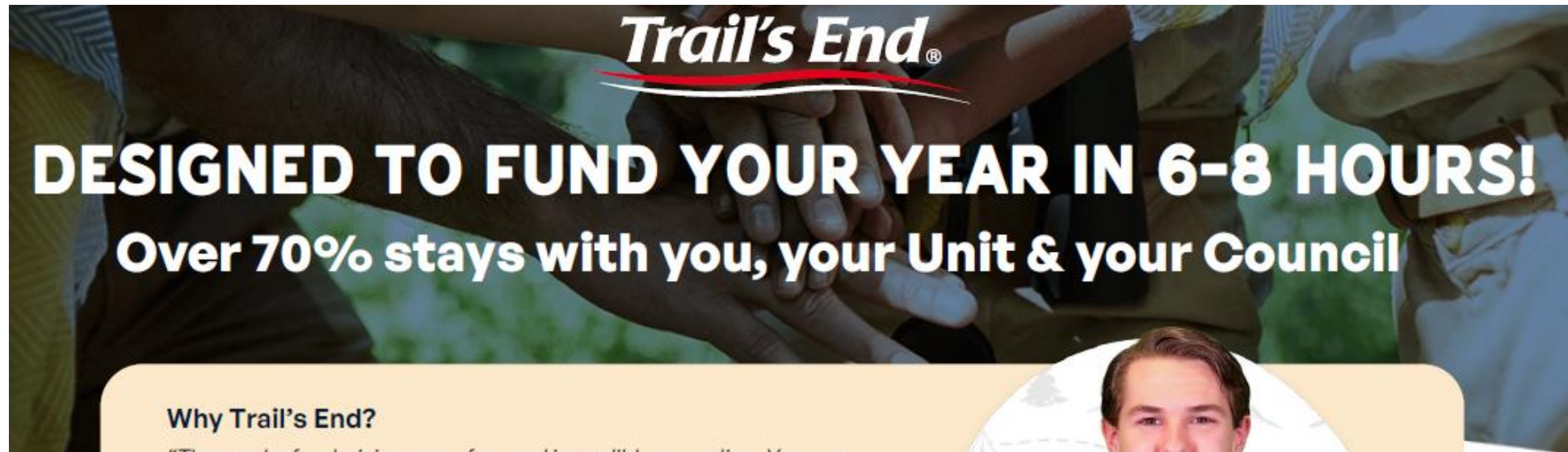
Some Resources that might help....

(Leader Portal in the Training tab under 'Scout Resources')

Scout Participation

Trail's End®
Scout Fundraising

Non-Selling Scout FLYER



Why Trail's End?

"They make fundraising easy, fun, and incredibly rewarding. You can sign up for Storefronts and sell online, they have tips for selling, and you can fully fund any adventure with Trail's End as your fundraising partner!"

"I've learned to earn my way, present with confidence, be persistent, set and achieve goals, and more! These are skills I'll take into adulthood and my career."

Life Scout, Jonathan W.
\$9,551 Rewards in 2024
\$28,120 earned for Unit (\$80,345 sales)



Scout Participation

Trail's End[®]
Scout Fundraising

Non-Selling Scout Email

Audience: Scout Families (especially non-selling Scouts)

Subject: What if popcorn could pay for your whole year?

Hi [Parent First Name],

We want every Scout in our Unit to get the most out of their year — and Trail's End popcorn is a big part of how we make that happen. It pays for all of the fun things we do throughout the year.

Last year, thousands of first-time sellers averaged over **\$1,700** in sales. Many funded camp, paid dues, and even covered gear and high adventure.

This isn't just about raising money. It's about helping our Scouts grow — learning confidence, goal setting, and salesmanship along the way.

If your Scout hasn't sold before, this is the year to start.

Everything runs through the Trail's End App — from Storefront signups to online sales and rewards. It's really easy to get started.

Start Selling with Trail's End: <https://info.trails-end.com/scouts>

Enter Unit Code {insert your Unit's Trail's End code here} to register!

Scout Participation

Trail's End[®]
Scout Fundraising

Non-Selling Scout Social Posts

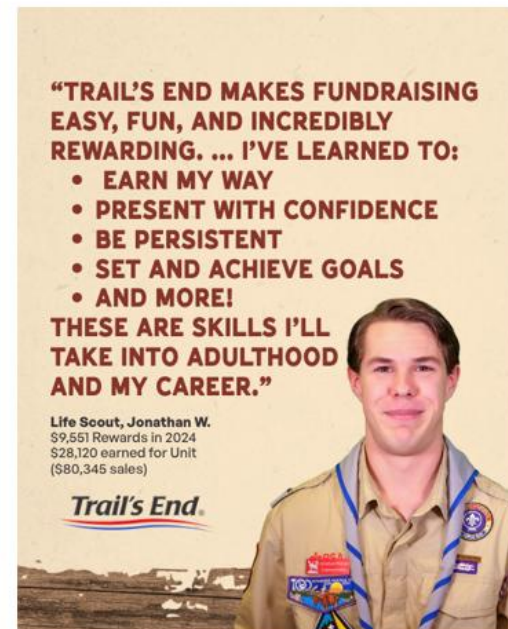
Facebook Post 1

Caption:

This year, make popcorn more than just a fundraiser — make it your Scout's biggest growth moment.

From confidence to goal-setting, Trail's End helps Scouts build life skills *and* fund their adventures. Over 70% goes back to you, your Unit, and your Council. Ready to get started?

<https://info.trails-end.com/scouts>



Ways to Sell

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

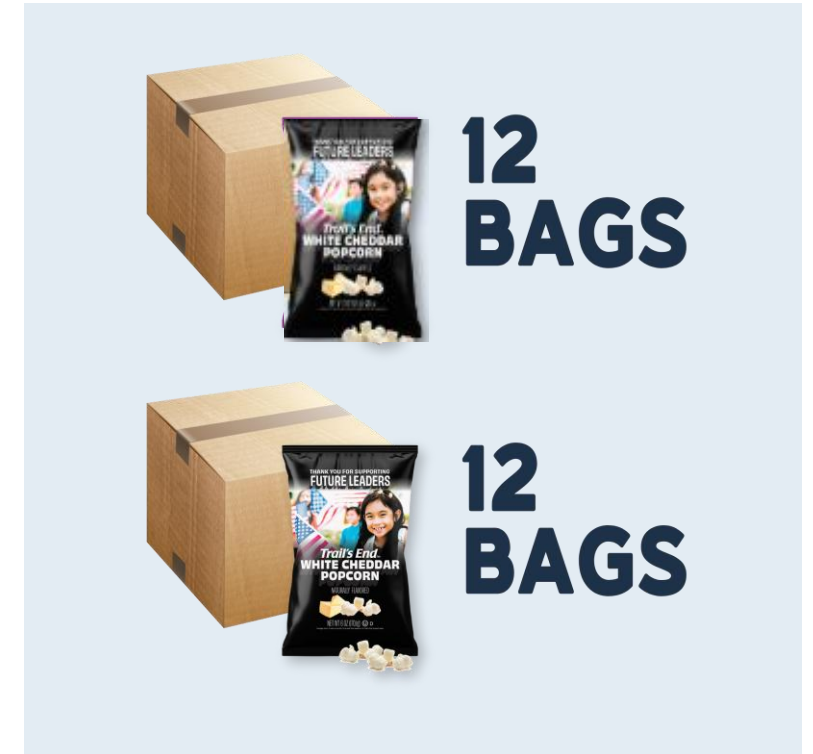
- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



2025 Trail's End NEW UNIT Promo



- ✓ 2 free cases for new Units (\$480 retail)
- ✓ 100% commission to the Unit
 - ✓ TE will issue the credit
- ✓ For more info, call or email Jeremy Snook
 - Phone: (719) 219-2915
 - Email: jeremy.snook@scouting.org



NO RISK!
NO UPFRONT COST!

- \$480 of free popcorn for New Units
- Storefronts™ reserved for you

Trail's End Leader Portal (Unit Leaders)

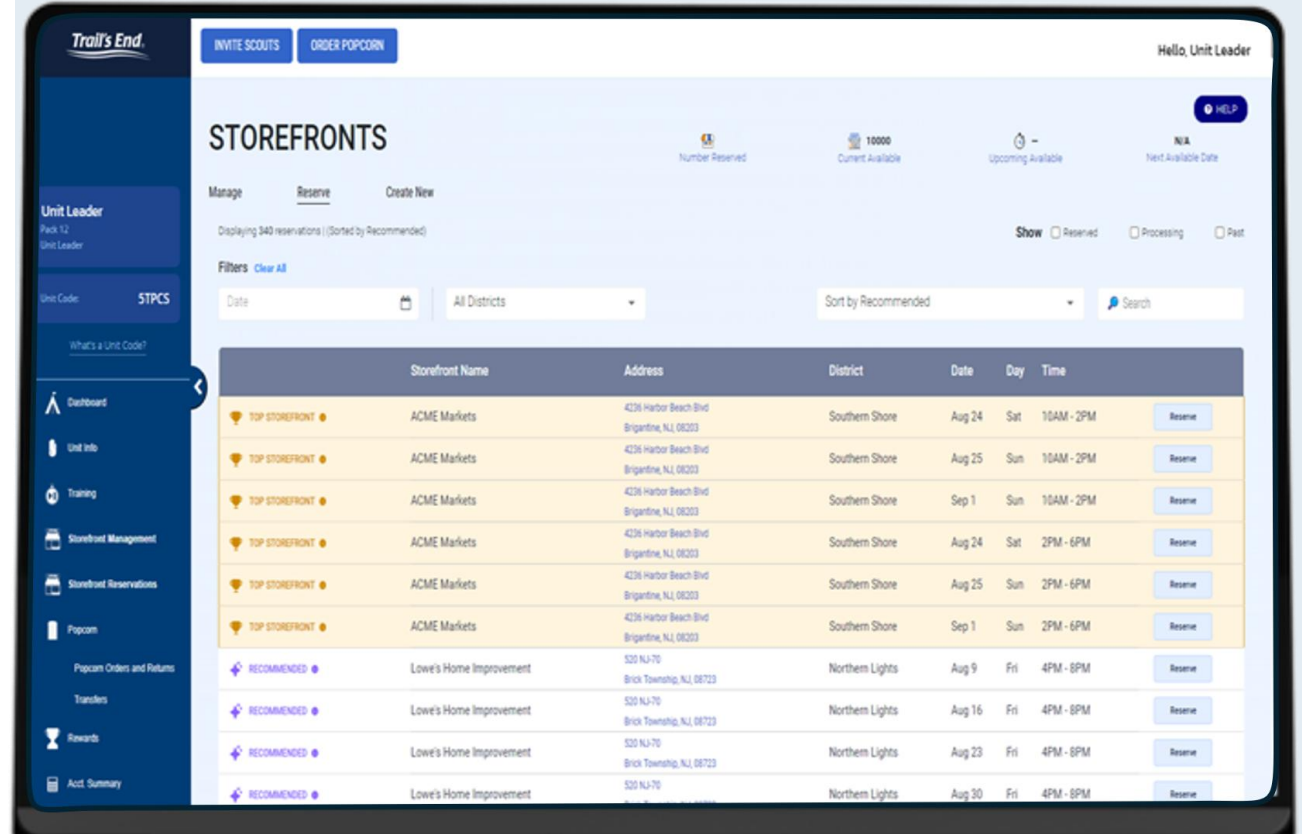
- Web based
- Mobile Friendly

Trail's End Scout App (Scouts)

- Point of sale App for Scouts to sell popcorn.

TE LEADER 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



Successful fundraising starts with a goal!

Units must have a goal this year to reserve Storefronts™

Need help setting your goal? Use this guide to plan your program, create a budget, and determine your goal.

[Download Planning Guide](#)

- 232 users
- Goal avg. \$19,196

Let's dream big! 🌟

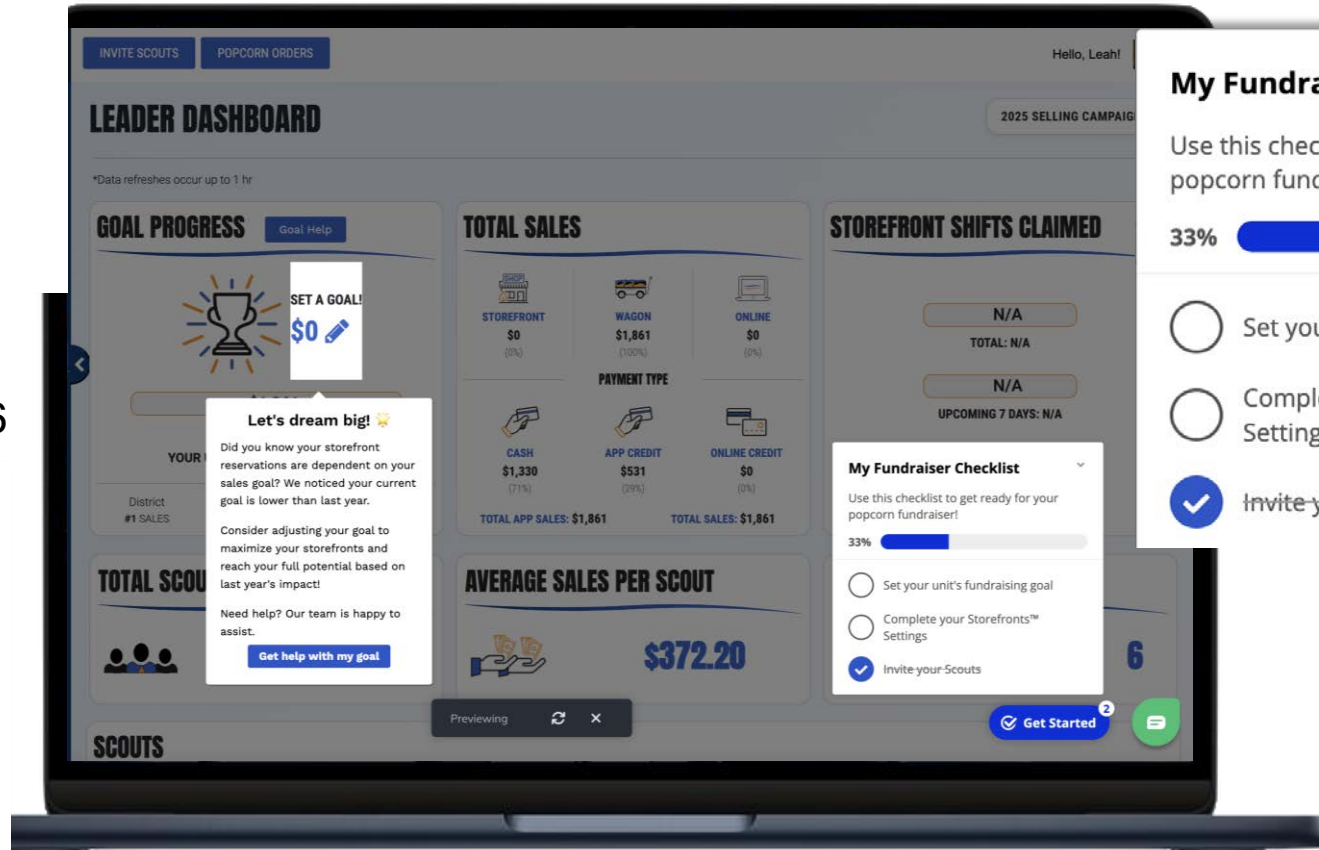
Did you know your storefront reservations are dependent on your sales goal? We noticed your current goal is lower than last year.

Consider adjusting your goal to maximize your storefronts and reach your full potential based on last year's impact!

Need help? Our team is happy to assist.

[Get help with my goal](#)

IN-APP GUIDES



My Fundraiser Checklist

Use this checklist to get ready for your popcorn fundraiser!

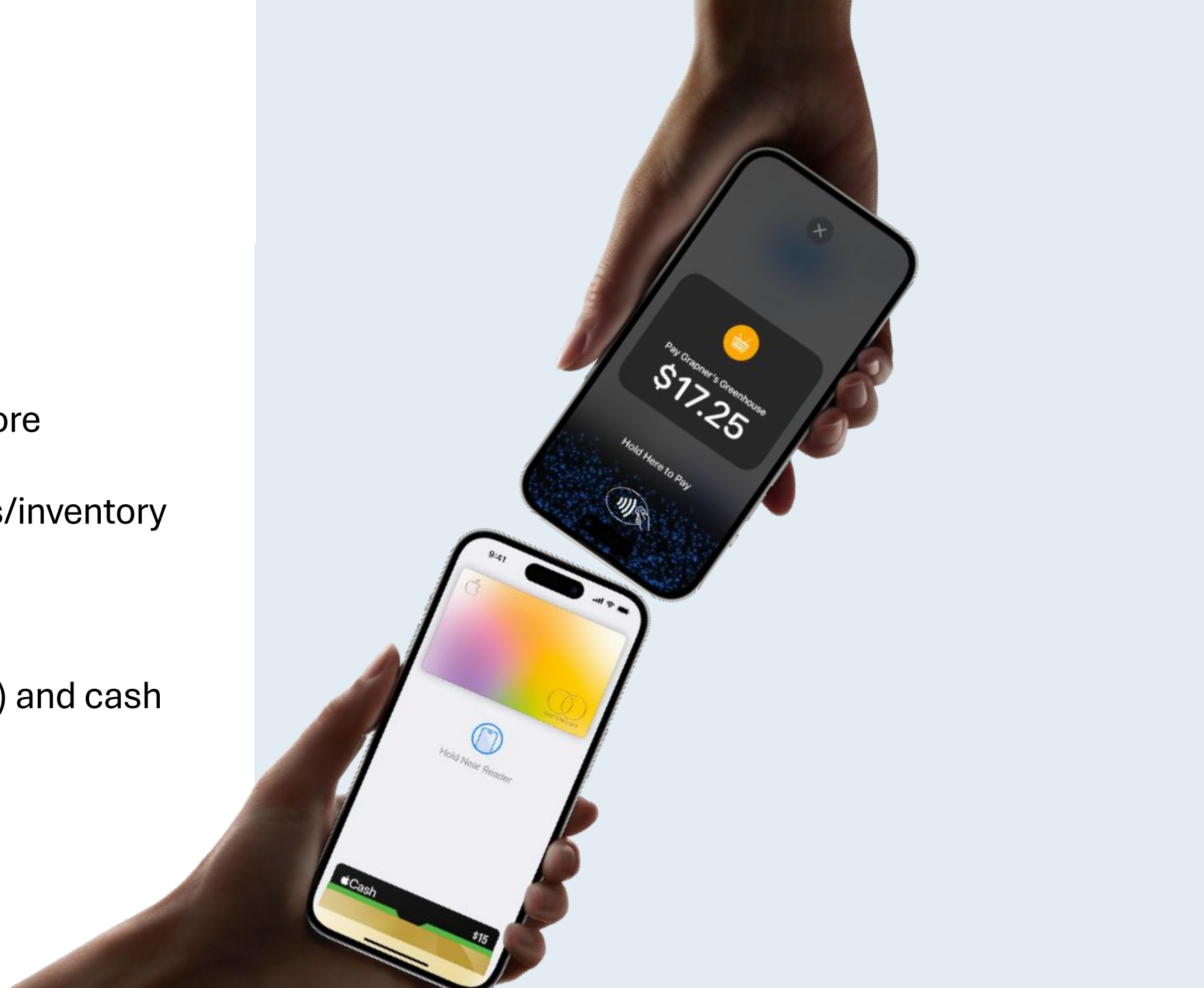
33%

- ☐ Set your unit's fundraising goal
- ☐ Complete your Storefronts™ Settings
- ☒ Invite your Scouts

- 570+ Units completed
- 1700+Units with a goal

TE 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



NEW in 2025!

Trail's End®

TE SCOUT APP

TAP TO PAY

Take payments with a mobile phone –
no additional hardware required!

Additional payment options:

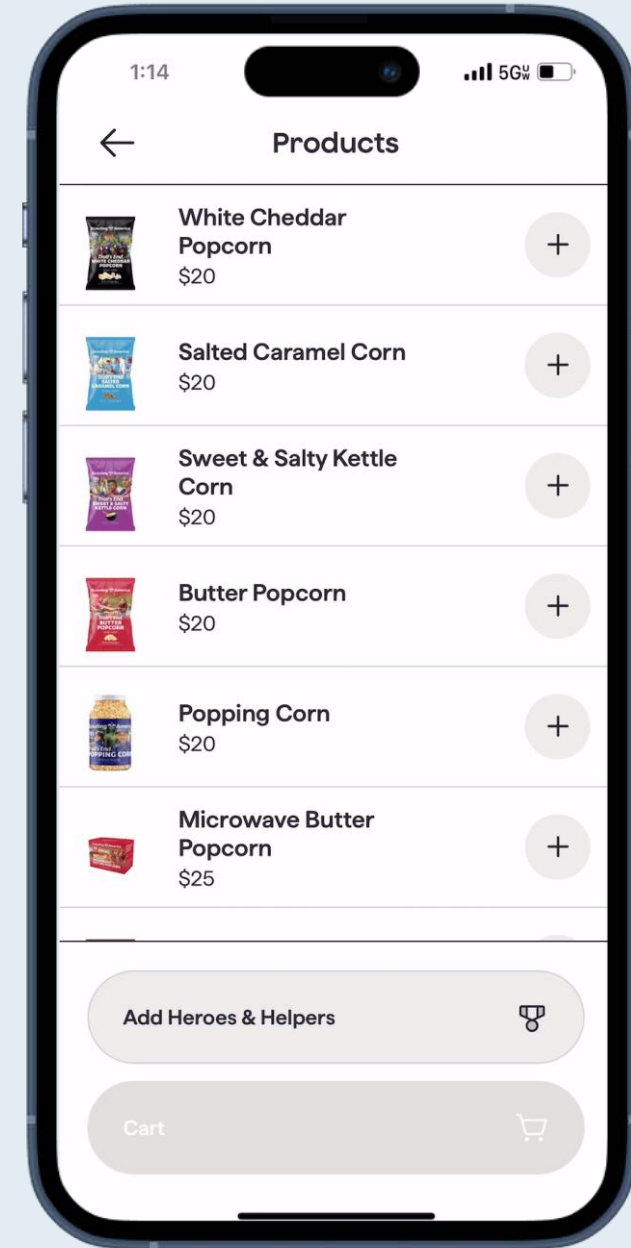
- ✓ Credit card, Apple Pay, Google Pay, and Cash App Pay
- ✓ Cash payments
- ✓ Convert cash collected to credit for additional rewards



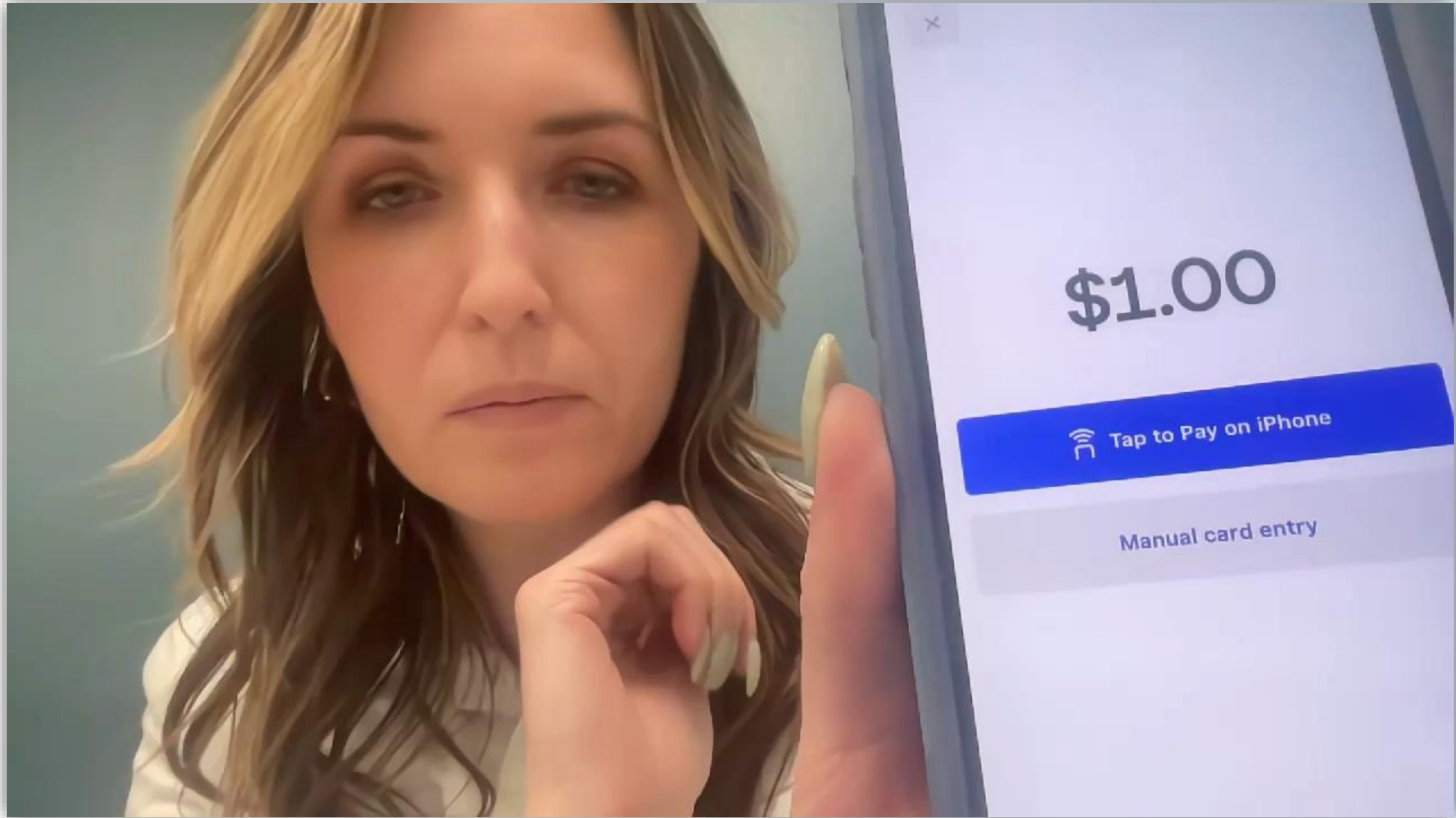
TE SCOUT APP

EASY CHECKOUT

- ✓ Tap to Pay
- ✓ Credit Sales
- ✓ Apple Pay and Google Pay
- ✓ Cash Sales



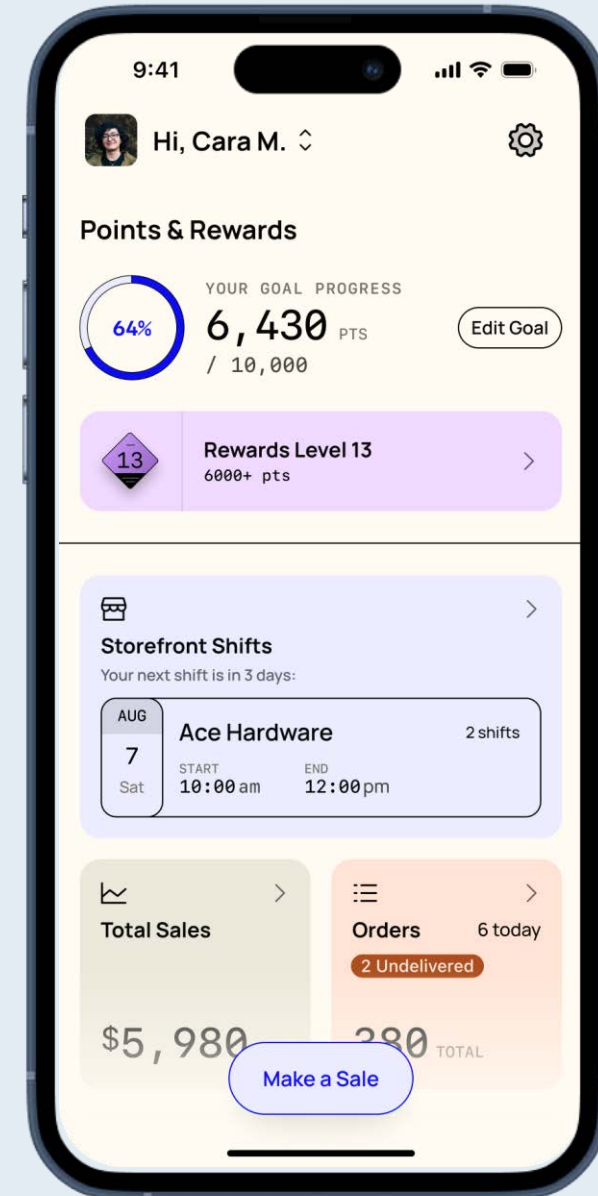
TRAIL'S END TECHNOLOGY
TAP TO PAY DEMO



TE Scout app DASHBOARD

✓ Single screen for all key actions:

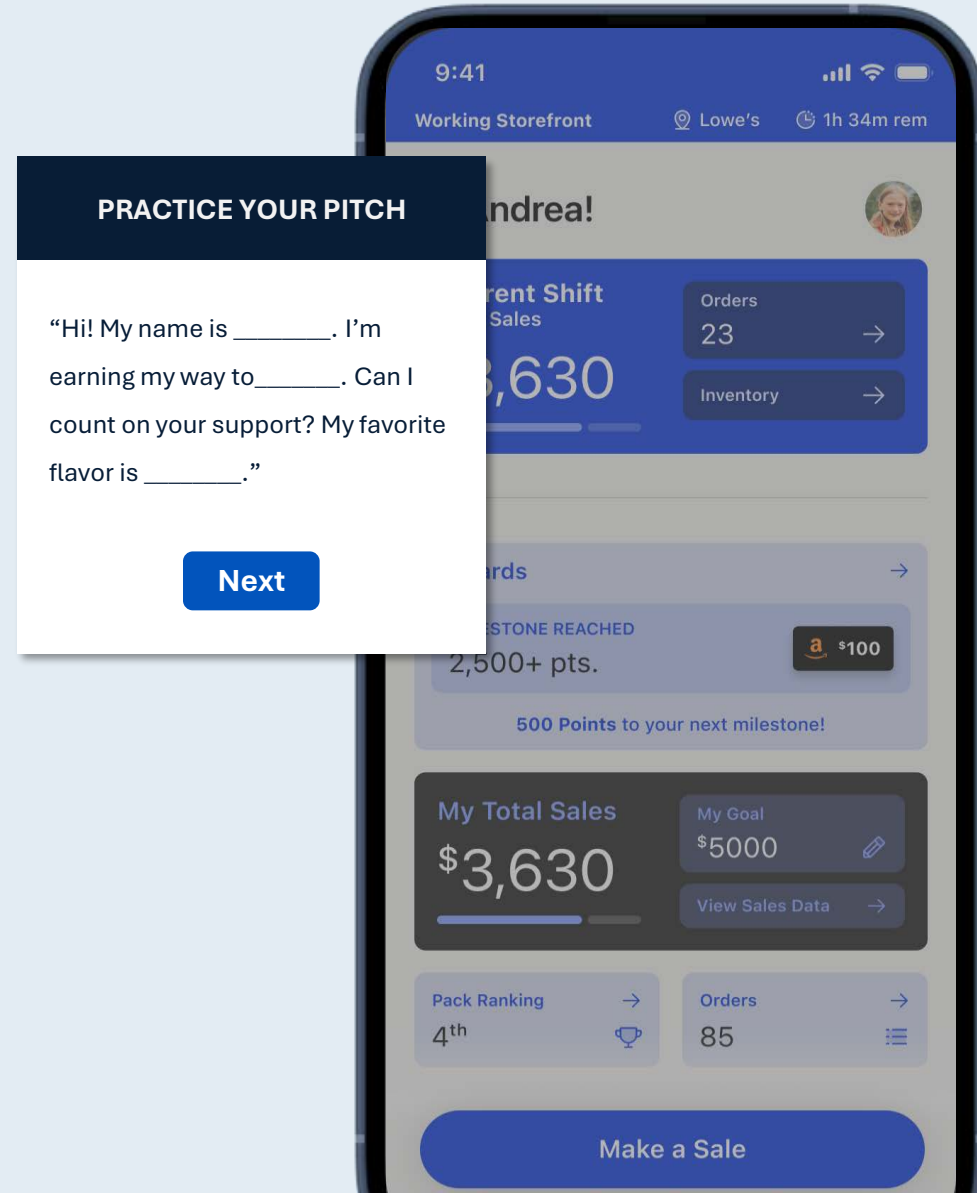
- Make a sale
- Goal and rewards
- Cash to Credit
- Storefronts
- Sales data
- Orders
- Online sales
- Training



IN-APP GUIDES

TE Scout app Training

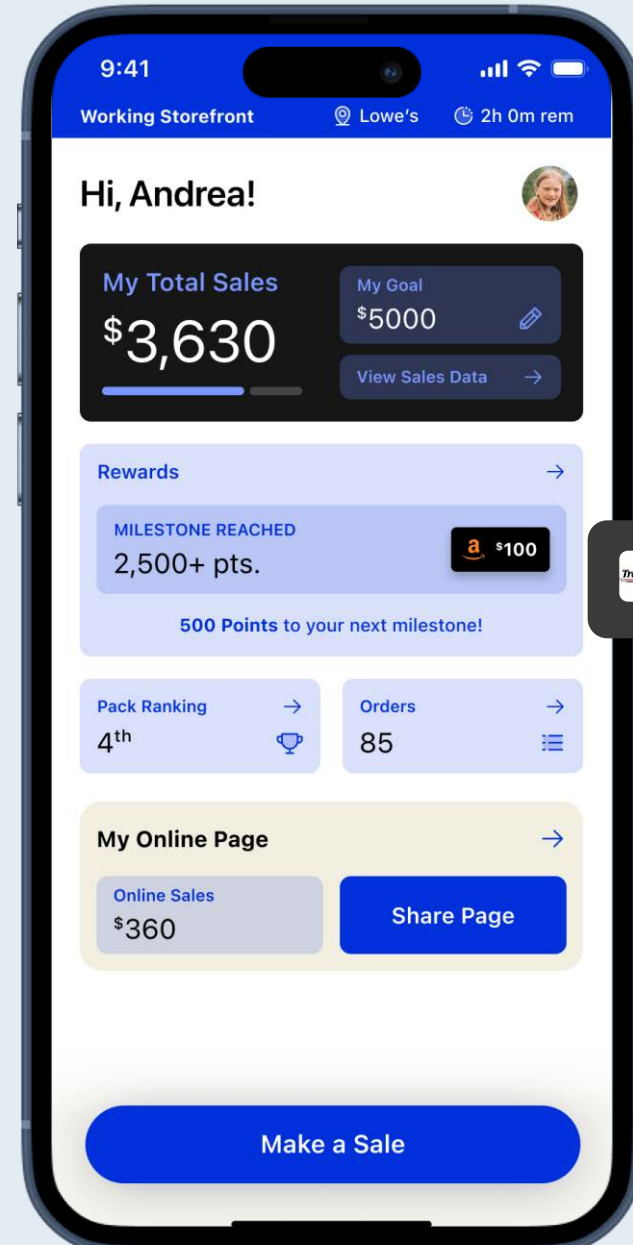
- ✓ Training provided as the Scout uses the app
- ✓ Scouts are prompted with the training they need when they need it



IN-APP GUIDES

TE Scout app Notifications and Sale Updates

- ✓ Sale updates in app for all Scouts
- ✓ Push notifications on key reminders



New storefront shifts now available for sign-up.



Your storefront shift is starting in one hour.

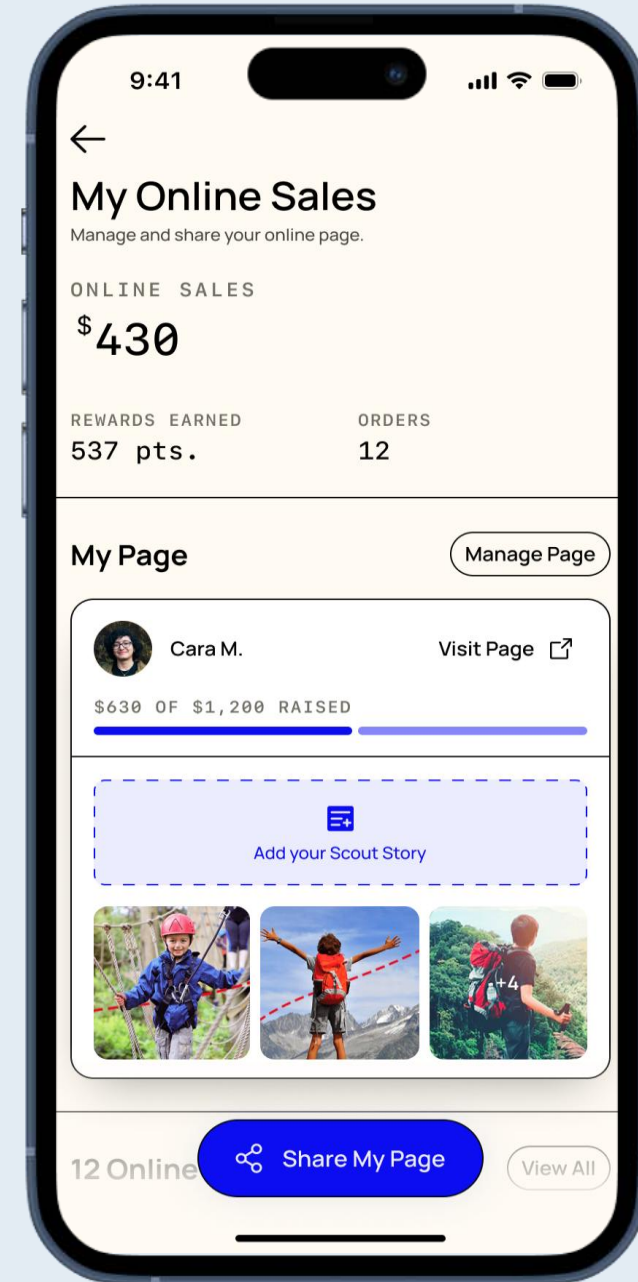


You have a reward available to claim!

TE Scout app

Online Sales

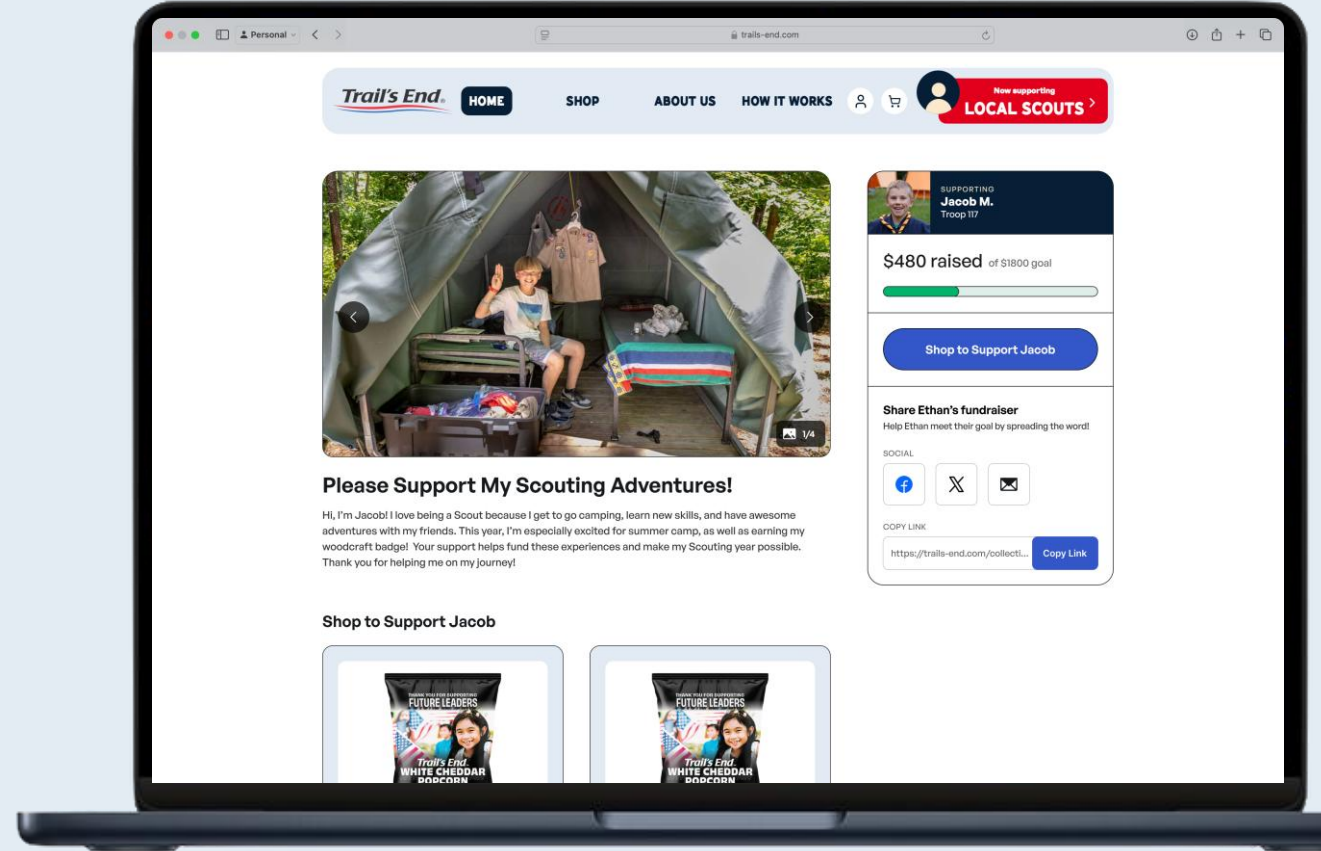
- ✓ Share is the primary action for Scouts
 - Past customers
 - Text
 - Email
 - Social
- ✓ Scouts are guided to personalize their page to help them get started



TE Scout app Online Sales

✓ Redesigned Scout pages that:

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



2025 STOREFRONTS!

Trail's End®



Reservation Schedule

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2024 SALES

RESERVATIONS

July 22

\$10k+

4

July 23

All Units

2

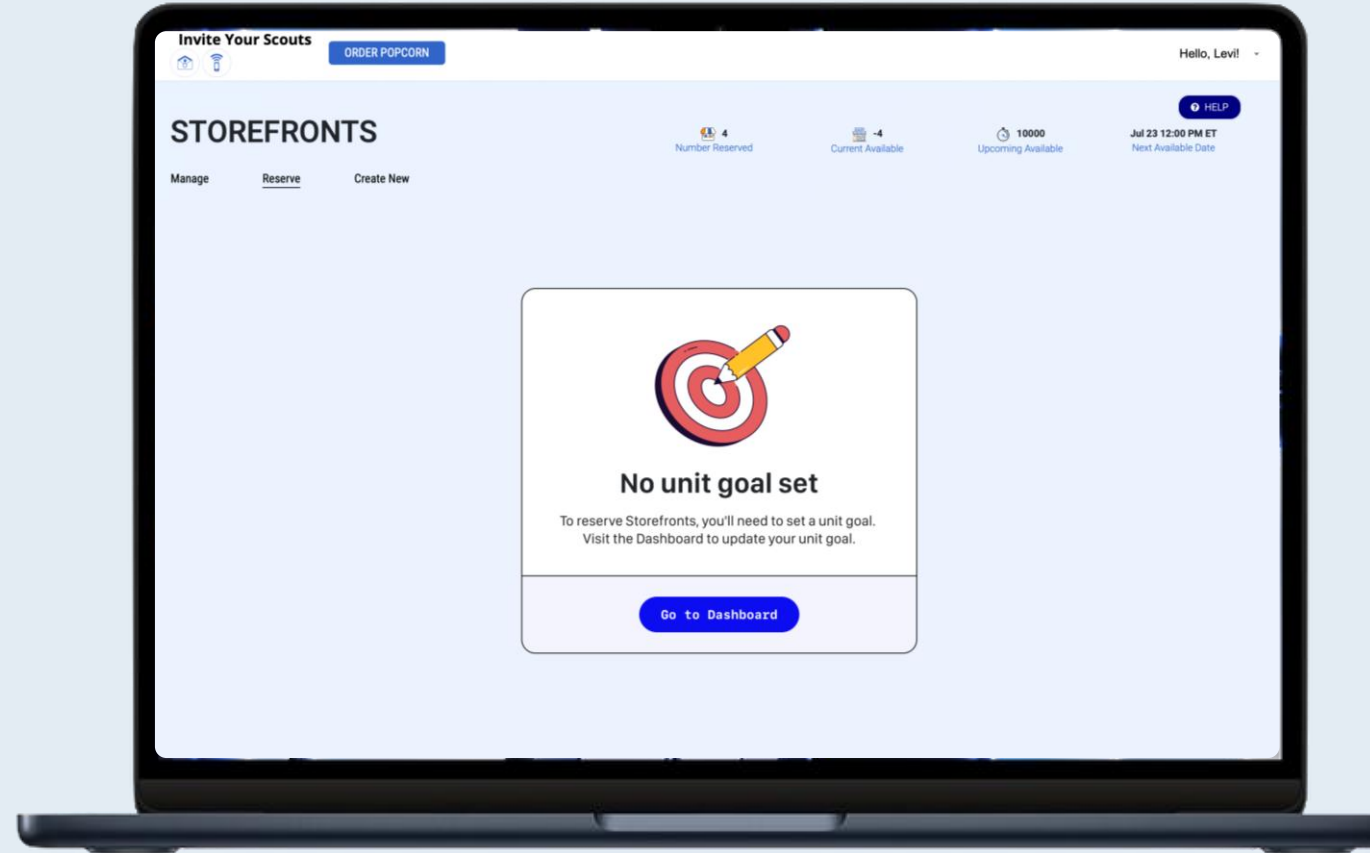
July 24

All Units

Unlimited

STOREFRONT EFFICIENCY

- ✓ Updated reservation time – 6 pm (MT)
- ✓ **Goal required to reserve storefronts**
(Enter your GOAL today!)
- ✓ Guidance on storefront hours needed to reach goal





Trail's End®

2025 STOREFRONTS™

- More opportunities for you to secure locations!
- Reservations with ZERO Scouts for the upcoming weekend will be released on Thursday at 6pm (MT) for everyone to claim.
- Auto-release on Thursdays at 6pm (MT) for Fri - Sun reservations.
 - 38% of weekend hours were claimed in 2024 and not used by Scouts.

2025 STOREFRONT BEST PRACTICE

Trail's End®

The Power of One Scout per Shift

Opportunity: 58% of hours are NOT one Scout

Which one generates more sales per hour?

2 Scouts on
1 shift

\$173

Or

2 Scouts on
solo shifts

$\$138/\text{hr} \times 2 = \276

Solution: More one Scout shifts

2025 TE REWARDS!

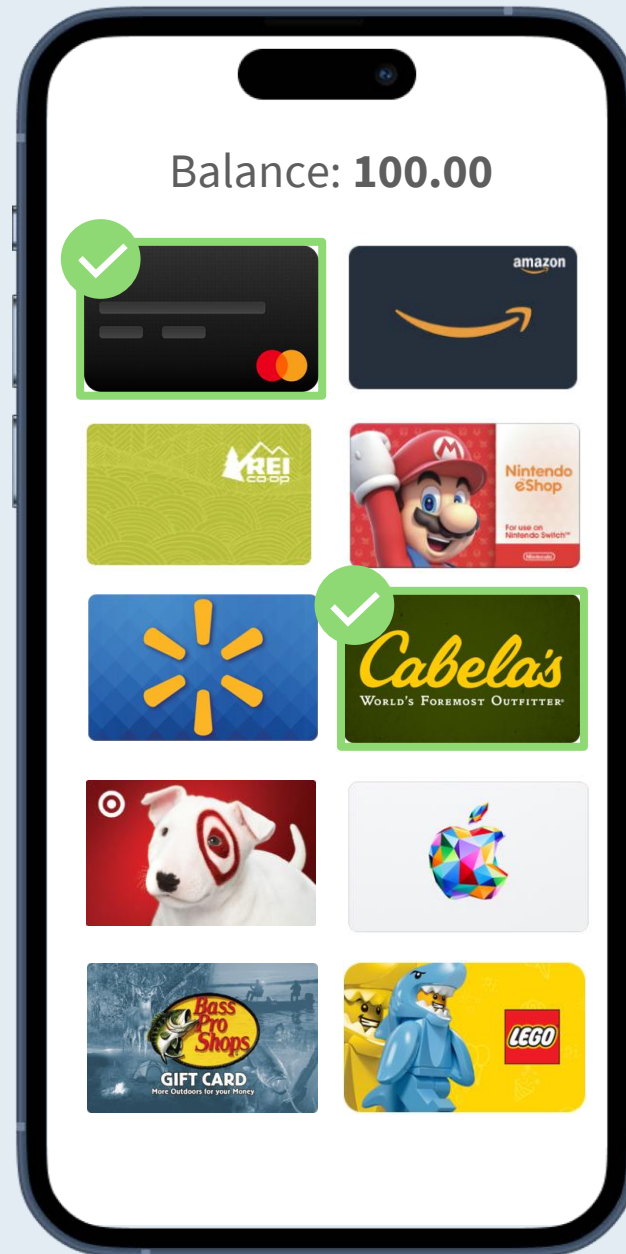
Trail's End®



TE 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! **+.5 pts!**



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

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



POPPING CORN

Increased from \$17 to \$20

- All natural, popping kernels
- 28oz

NEW FIVE
\$20
PRODUCTS*

**DESIGNED TO INCREASE
CONSUMER PURCHASES!**

**SIMPLIFIES SALE FOR
SCOUTS, LEADERS,
AND CONSUMERS!**

\$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



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

Scout Pitch

- Hello my name is _____ !
- I am earning my way to summer camp, with a \$20 donation you can pick any bag on the table and help me earn my archery, canoeing, and first aid merit badge!



NEVER, NEVER, NEVER
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."

PRODUCTS and Pricing

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

NEVER, NEVER, NEVER
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.”



\$20 on almost all items!

- 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!

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

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

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

Both Leader & Scout Sessions

Leader Trainings begin July 10th
Scout Trainings begin Aug 7th

Sign up TODAY!



REGISTER TODAY!

Trail's End®

Register for the 2025 Sale!



Commissions



- **Base Commission:** **30%**
 - **Bonus #1 (Calendar & Ideal Year of Scouting):** **+5%**
 - Calendars must meet criteria on commission page
 - Different criteria for Scouts BSA and Cub Scout units
 - Ideal Year of Scouting – simple budget plan
-
- **Bonus #2 (High selling units that reach \$20,000):** **+3%**
 - **Bonus #3: (Ultra high selling units that reach \$30,000):** **+5%**

Ideal Year of Scouting Budget – TE Leader Portal

Trail's End®



2025-2026 Ideal Year of Scouting			
Cost per Scout:	\$85	Unit Sales Goal:	\$0
Scouts:	-	Scout Sales Goals:	\$0
Total Cost:	\$0	Unit Commission \$:	\$0

Successful Fundraising Starts with Why!

Your Scouts & parents must understand "what's in it for them" and costs. Use this sheet to plan your program, create a budget, and set goals. Remember... you're NOT selling popcorn... you're selling Scouting!

Step	Unit Information	
1	Unit Name:	
	Number of Scouts:	
	Unit Commission %:	

Step	Annual Costs		
	Cost	Uncheck to Exclude	Cost per Scout
2	Scouting America Membership Fee	<input checked="" type="checkbox"/>	\$85
	Local Council Membership Fee	<input checked="" type="checkbox"/>	[Enter Cost]
	Unit Dues	<input checked="" type="checkbox"/>	[Enter Cost]
	Advancements*	<input checked="" type="checkbox"/>	[Enter Cost]
	Gear	<input checked="" type="checkbox"/>	[Enter Cost]
	Scout Life Magazine	<input checked="" type="checkbox"/>	[Enter Cost]
	[Enter Other Costs]	<input checked="" type="checkbox"/>	[Enter Cost]
	[Enter Other Costs]	<input checked="" type="checkbox"/>	[Enter Cost]

*Approximate cost of belt loops, patches, blue cards, etc.

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Step	Activities			
	Activity	Uncheck to Exclude	Activity Date	Cost per Scout
3	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]
	[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]	[Enter Cost]

Activity Ideas	
Backpacking Trip	National Jamboree
Bicycle Rodeo	NYLT
Blue & Gold	Pinewood Derby
Camporee	Pool Party
Canoe Trip	Raingutter Regatta
Caving Trip	Recruiting Event
Day Camp	Rocket Launch
Fall Family Overnight	Roller / Ice Skating
Fishing Event	Scout Night @ Sporting Event
Halloween Party	Sledding / Ski Trip
High Adventure	Spring Family Overnight
Hiking Trip	Summer Camp
Holiday Party	University of Scouting
Horse Riding	Webelos Troop Visit
Merit Badge University	Wood Badge

Order & Delivery Dates

Trail's End®

- **1st Order:**

- Unit Orders Due
- Distribution

Thursday, August 21st

Saturday, September 6th

- **Final Order:**

- Unit Orders Due
- Distribution

Monday, October 20th

TBD

Return Policy



2025 Return Policies

- All returns made must be factory sealed full cases of popcorn. Once you open a case you CANNOT return it.
- We will have a mid-sale return timeframe.
 - Units may return cases of popcorn up until September 24th
 - We will have a process for you to sign up for a date/time to return so as to not overwhelm our Colorado Springs service center and store. You CANNOT just show up and drop it off.
- We will have a final return at the end of the sale (around Oct 20th)
 - We will have a few dates available for returns during this time and again will have a sign up for date/time to return.
 - During this return time, units will be able to return UP TO 1 CASE OF POPCORN FOR EVERY \$2,000 IN TRADITIONAL SALES.
 - Traditional sales = storefront + wagon + take order (ENTERED IN THE APP) – does NOT include online sales.
 - Example: \$5,000 in sales = MAX 2 cases (any type) returned

*Returns will be able to be done at BOTH Colorado Springs & Pueblo offices

*Units always have the opportunity to check out more during the sale, but the same return rules apply

*Units can always transfer popcorn with other units (including individual containers)

Key Dates

Trail's End®

July 22 – 24 – Storefronts Claiming

Unit Leader Kickoff – Wednesday, July 30th & Thursday, July 31st

Order Due – Thursday Aug 21st

5% Bonus Deadline (calendar and IYOS) – Monday, Sept 1st

Distribution – Friday, Sept 5th (for select units) & Saturday, Sept 6th

Returns – Units may return cases up until Wednesday, Sept 24th (via appt)

Final Orders Due – Monday, Oct 20th at 6pm

Final Distribution - TBD

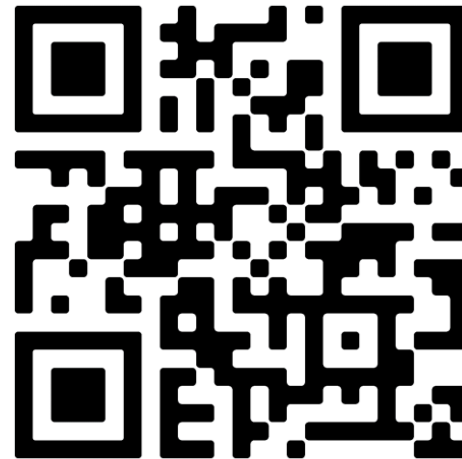
Final Payment – TBD

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.

Council Support

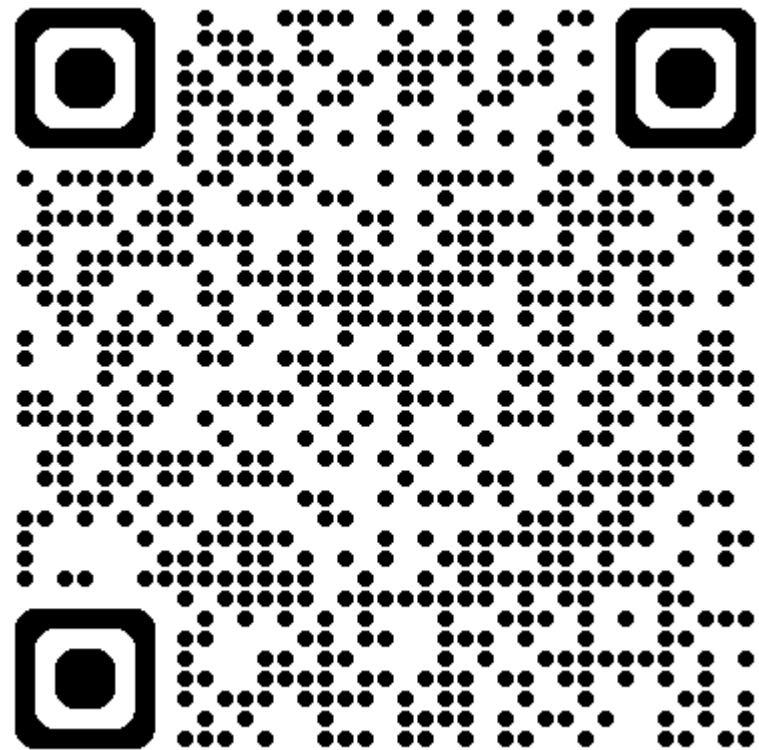
Jeremy Snook

- Jeremy.Snook@Scouting.org
- (719)219-2915

Brad Bodoh

- Brad.Bodoh2@Scouting.org
- (719)219-2910

Popcorn FaceBook Page!



Trail's End[®]

Scouting America[™]

Pathway to the Rockies Council

THANK YOU!

Comments and Questions?