



Occoneechee Council

★ **2025 Popcorn Kickoff**

Trail's End[®]

Powered by Popcorn

Trail's End®



**BECOME
DECISIONS MAKERS**



**LEARN MONEY
MANAGEMENT**



**BECOME
GOAL SETTERS**



**BECOME FUTURE
ENTREPRENEURS**



**LEARN
PEOPLE SKILLS**

Benefits for Scouts

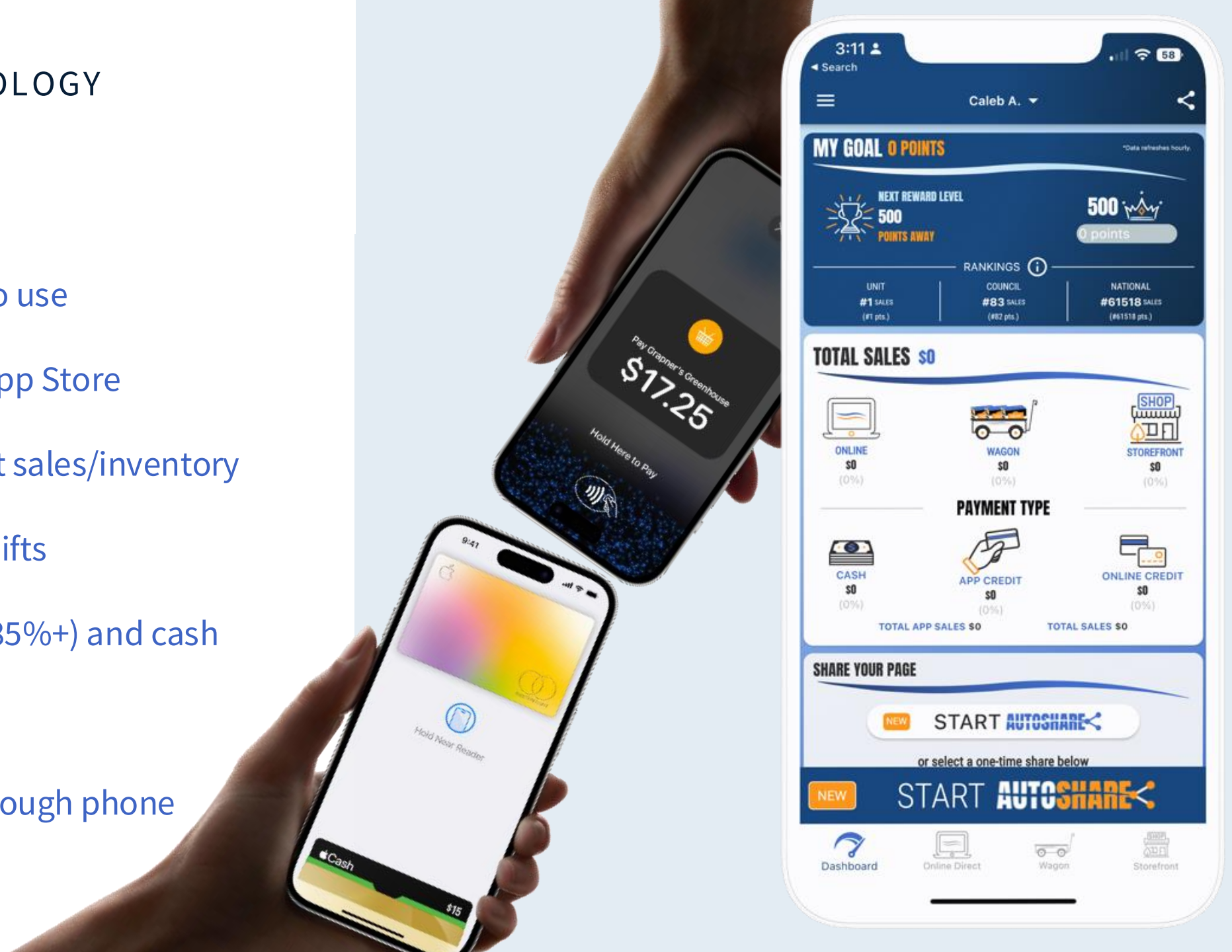
- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon eGift Cards
 - Millions of prize choices
 - Scouts choose the prizes they *want*

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

TRAIL'S END TECHNOLOGY SCOUT APP

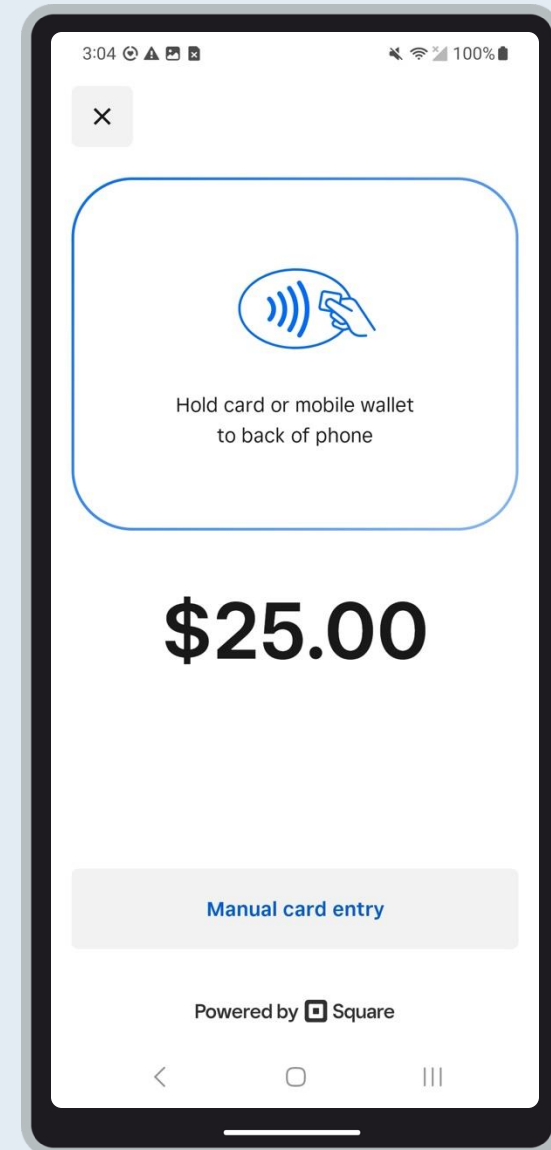
- Point of Sale System
- Saves time and easy to use
- Google Play & Apple App Store
- Tracks real-time Scout sales/inventory
- Manages storefront shifts
- Accepts credit cards (85%+) and cash
- All CC Fees paid by TE
- Tap to pay directly through phone



Trail's End App

TAP TO PAY

- ✓ Available for iPhones and Android phones
- ✓ Pilot parents rated the ease of Tap to Pay a 4.3/5
- ✓ “Tap to pay is a game changer!”



TRAIL'S END PROGRAM STOREFRONTS

TE has booked thousands of hours to date

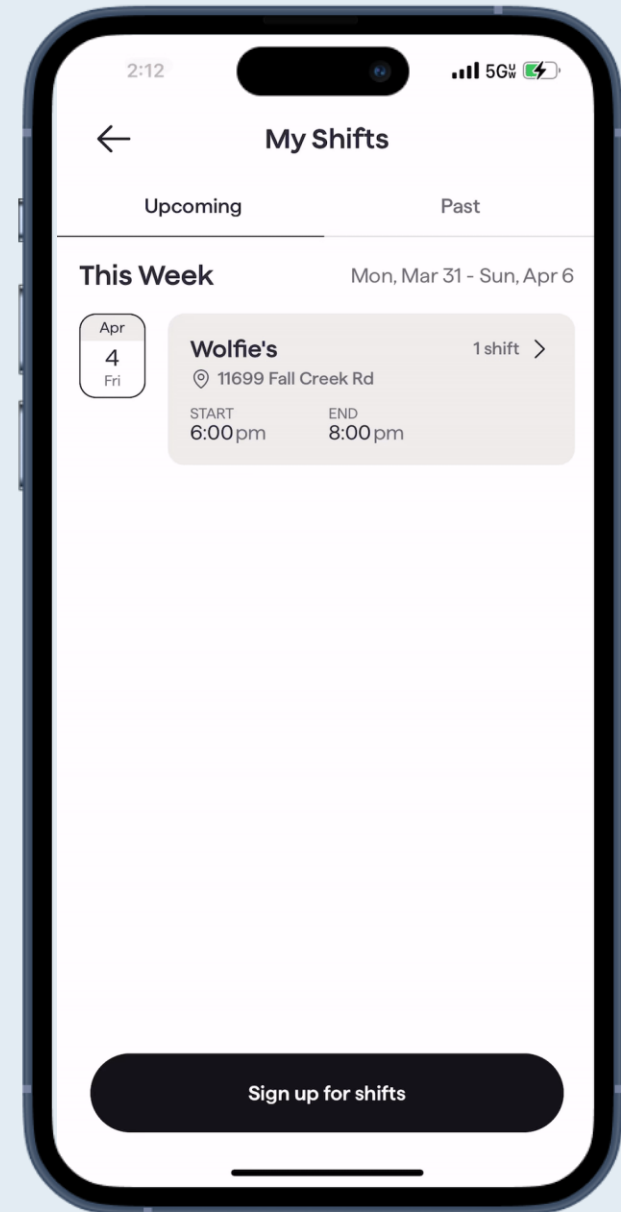
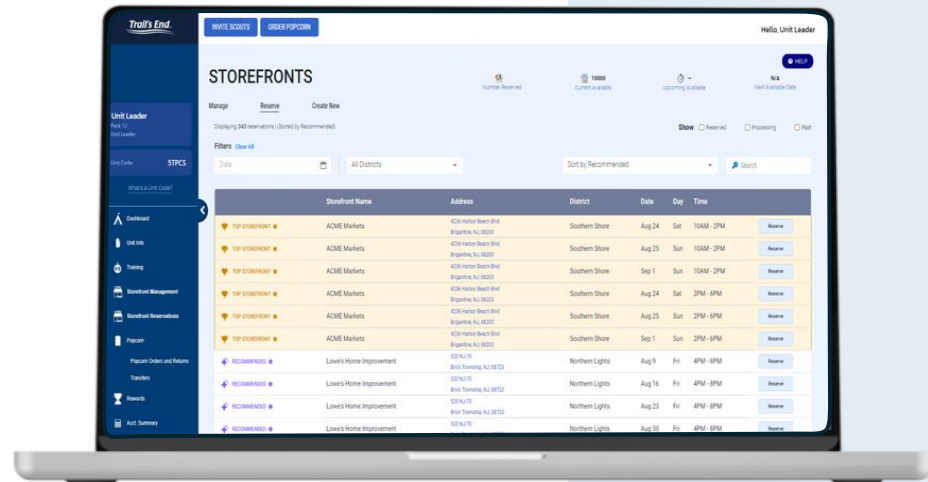
Leaders can reserve in TE Unit Portal

Scouts sign up for shifts in the App

VIP service for top units

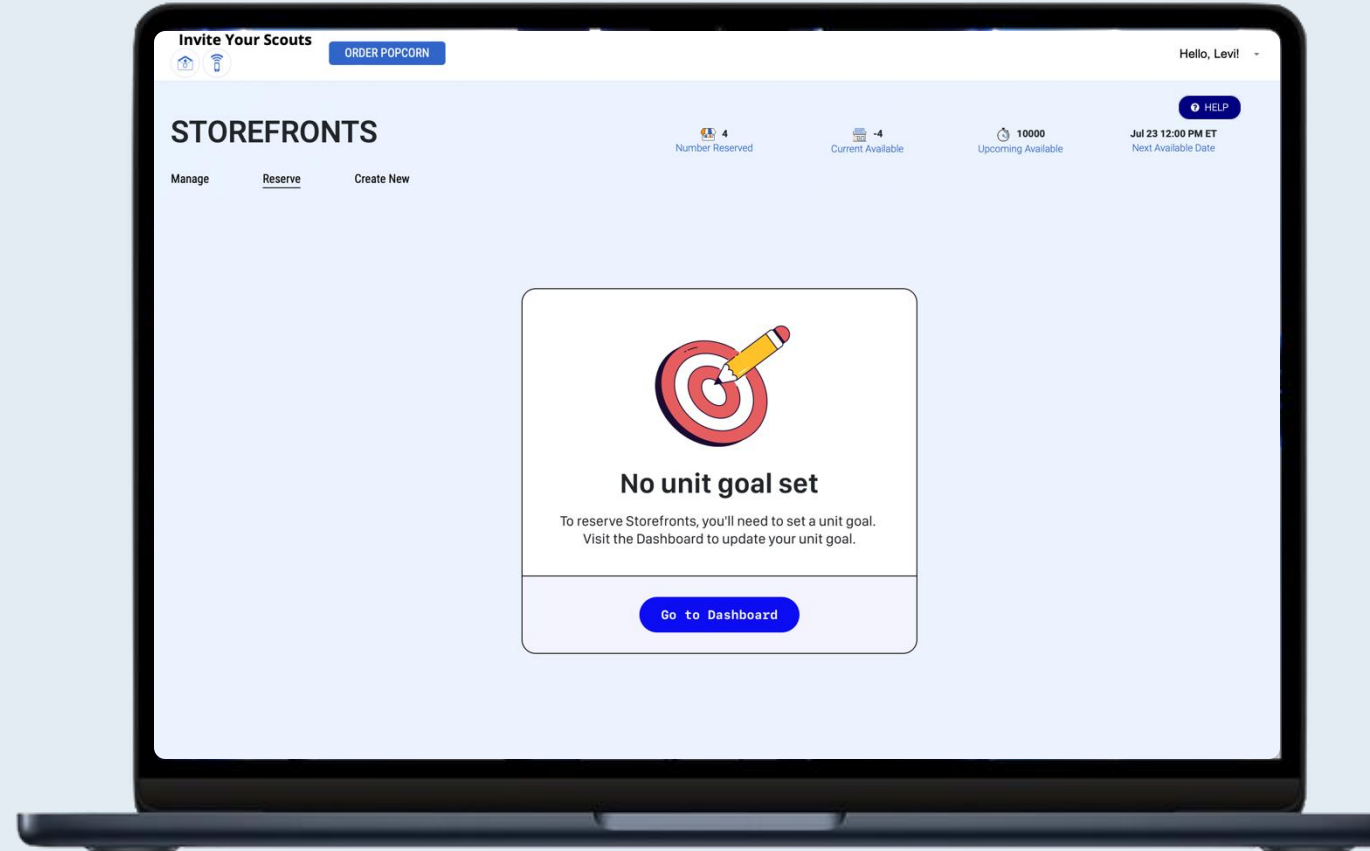
Store Examples:

- Lowe's Hardware
- Walmart
- Lowe's Foods
- Ace Hardware
- Sam's Club
- Food Lion



STOREFRONT EFFICIENCY

- ✓ New claiming queues per council for faster reservation times
- ✓ Updated reservation time – 8 pm (ET)
- ✓ Goal required to reserve storefronts
- ✓ Guidance on storefront hours needed to reach goal
- ✓ Auto-release on Thursdays at 8 pm (ET) for Fri - Sun reservations
 - 38% of weekend hours were claimed in 2024 and not used by Scouts



2025 Storefront Program



- Unit must enter a sales goal to secure needed sites
- Hours released to unit based on sales goal to limit hoarding of locations
- Unit doesn't have at least 1 Scout assigned by Thur at 8pm ET to their Fri / Sat / Sun sites, those locations will be released for other leaders to claim

2025 Storefront Program

- White-Glove Program for the \$50K+ Sellers
 - Dedicated team member to ensure needs are met with locations & times
- Storefront VIP Program for the \$20K+ Sellers
 - Locations provided to meet goal
 - \$20K+ sellers can see locations that were pre-assigned earlier in the summer

Storefront Best Practices

One Scout and their Parent - Making \$300+ hour a Reality!

Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- 6-foot table & banner
- Cash box with small bills.
- Scout should use the restroom before shift.
- Place products highest to lowest.
- NEVER put prices on table.

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- Let your parent handle the money so you can get more customers.


Parent Role

- Encourage your Scout to keep asking. "No's" happen, that's okay!
- Handle table and products setup.
- Stand and thank everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.

Trail's End App


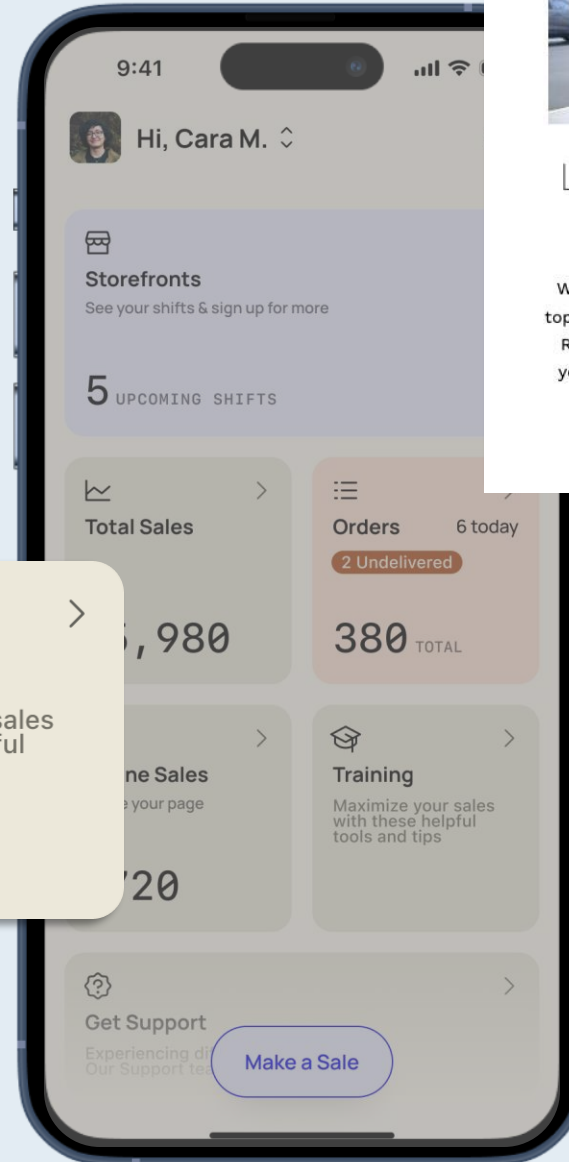
TRAINING

- ✓ Training is proactively recommended to Scouts in the app
- ✓ We track Scout's interaction with training
- ✓ We'll use data to recommend follow-up training when Scouts need it

 >

Training

Maximize your sales with these helpful tools and tips



Let's practice your pitch!

Watch this 15 second clip to hear what top selling Scouts say to their customers. Remember, you're not selling popcorn your asking customers to support you!

[I've practiced! ✓](#)

Trail's End

TRAINING

- ✓ Leader webinar sessions starting July 10 through August 14
(18 dates to choose from)

- ✓ Scout webinars starting August 7 through August 26
(8 dates to choose from)



Trail's End

TRAINING

Go to...

<https://portal.trails-end.com/webinars>

..to enroll for a 2025 webinar!



Scout Sales Pitch

Trail's End[®]

Scout
Fundraising

***“Hi! My name is _____ and I’m
earning my way to _____.
Can I count on your support?”***

“Will you help me/us get to _____?”

Scout Sales Pitch

Trail's End[®]

Scout
Fundraising

Important!

Remember:

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

* 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."

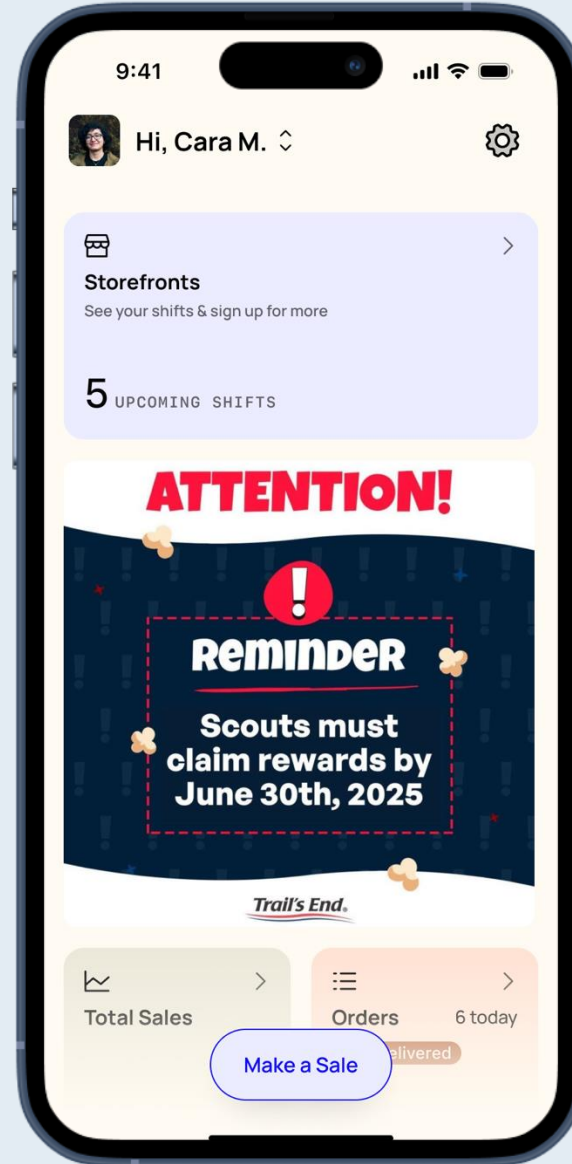


Trail's End.

Trail's End App

NOTIFICATIONS

- ✓ Push notifications alert Scouts when not in the app
- ✓ Promotion center reaches all Scouts, even those not opted into push
- ✓ Promotion center allows Scouts to return to messages

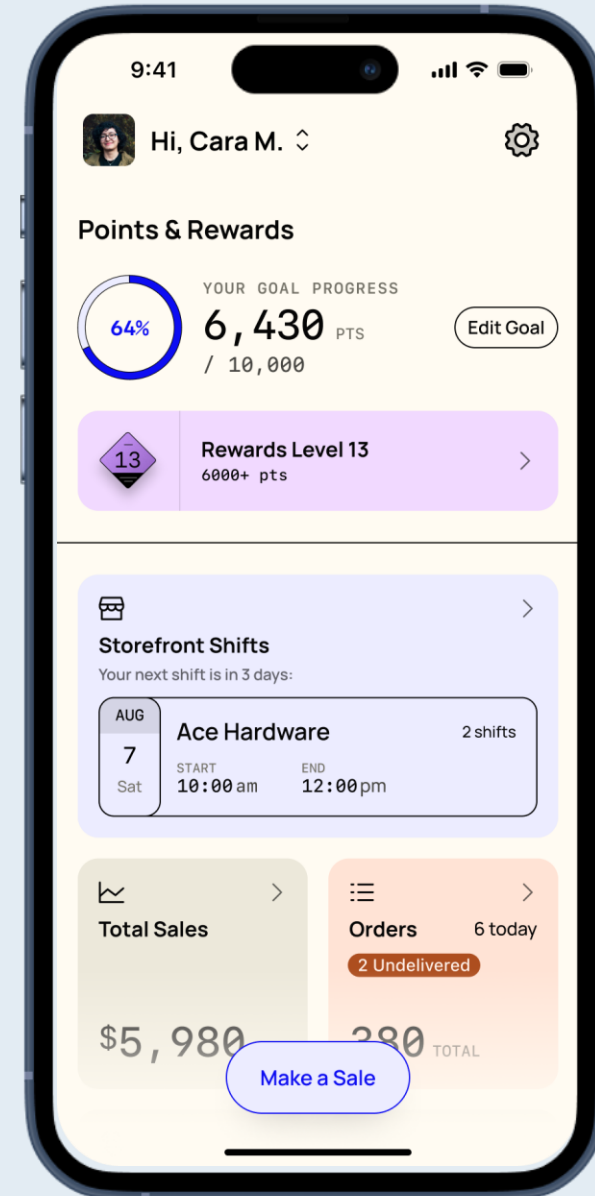


Trail's End App

DASHBOARD

✓ Single screen for all key actions:

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



3:08

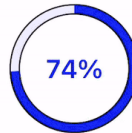
5G



Ethan N.



Points & Rewards



YOUR GOAL PROGRESS

12,987 PTS

/ 17,500

Edit Goal



Rewards Level 16
12000+ pts



Convert Cash to Credit

\$282 TOTAL

Scout Sales

\$282



Total Sales

\$10,476



Orders

1 today

1 TOTAL

Make a Sale

My Storefront Schedule

IN-APP GUIDES

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](#)

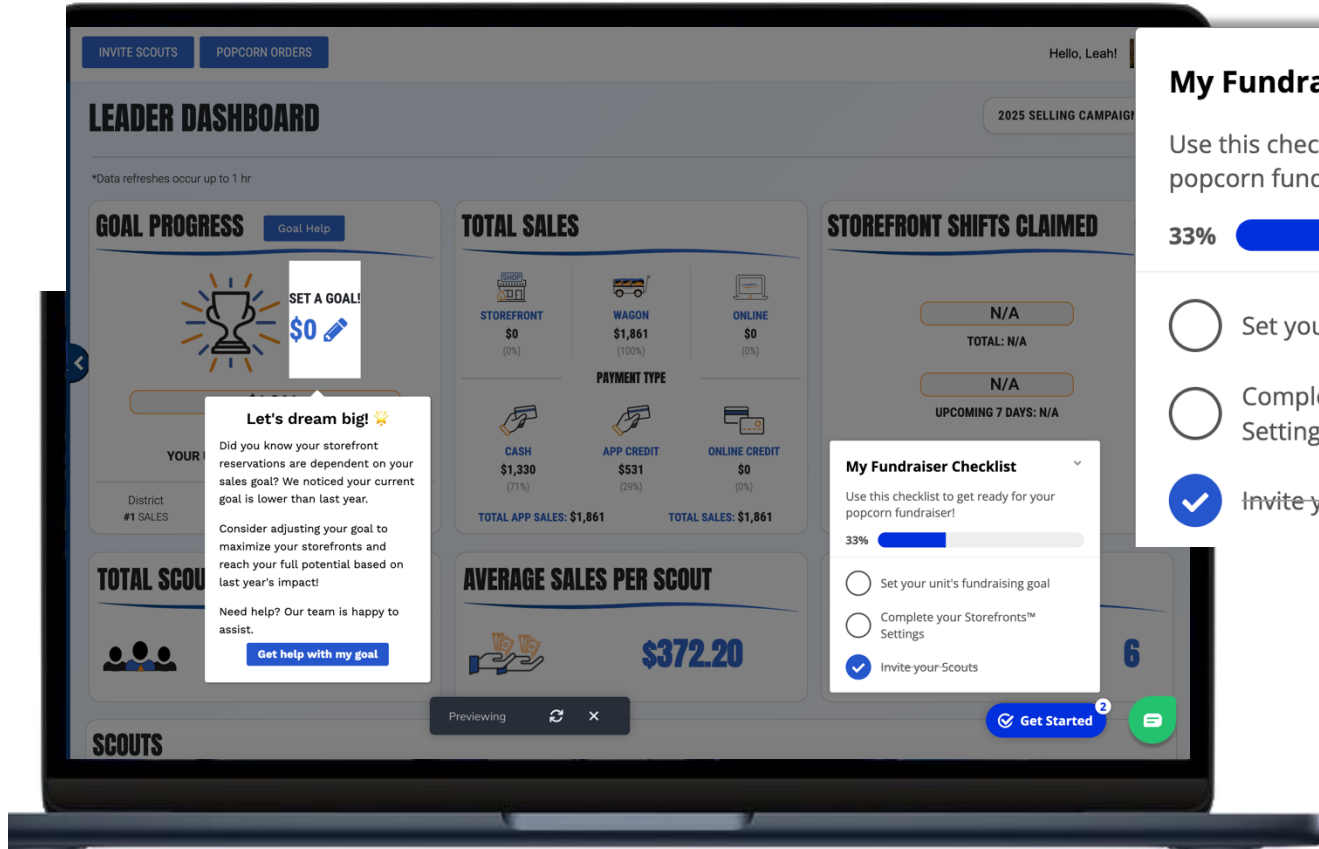
Let's dream big! ✨

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](#)



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

IN-APP GUIDES: GOAL SETTING



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.

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]

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

Goal Setting: Ideal Year of Scouting

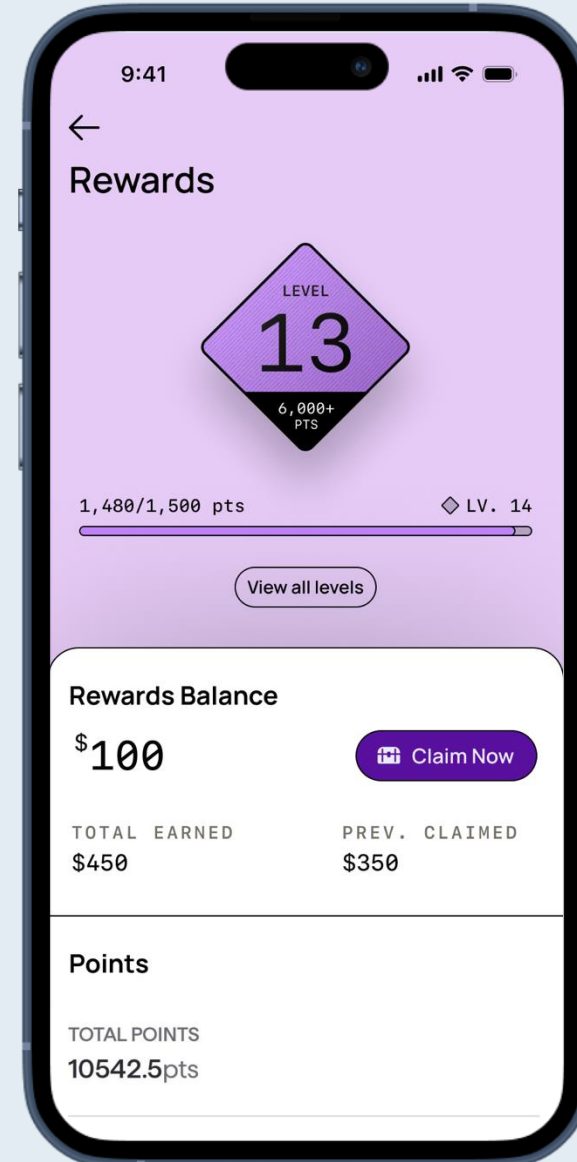
Units Set Their Budget!

- Total Program Costs \div Unit Commission $=$ Unit Sales Goal
- Unit Sales Goal \div Number of Kids in Unit $=$ Scout Sales Goal
- Hit Scout Sales Goal $=$ **100% PROGRAM FUNDED !!**

Trail's End App

REWARDS

- ✓ New: Levels help Scouts celebrate their progress
- ✓ Easily claim rewards to access more gift card options
- ✓ See details on the points they've earned
- ✓ Access their claim history



TRAIL'S END APP SCOUT REWARDS

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

SCOUT REWARDS

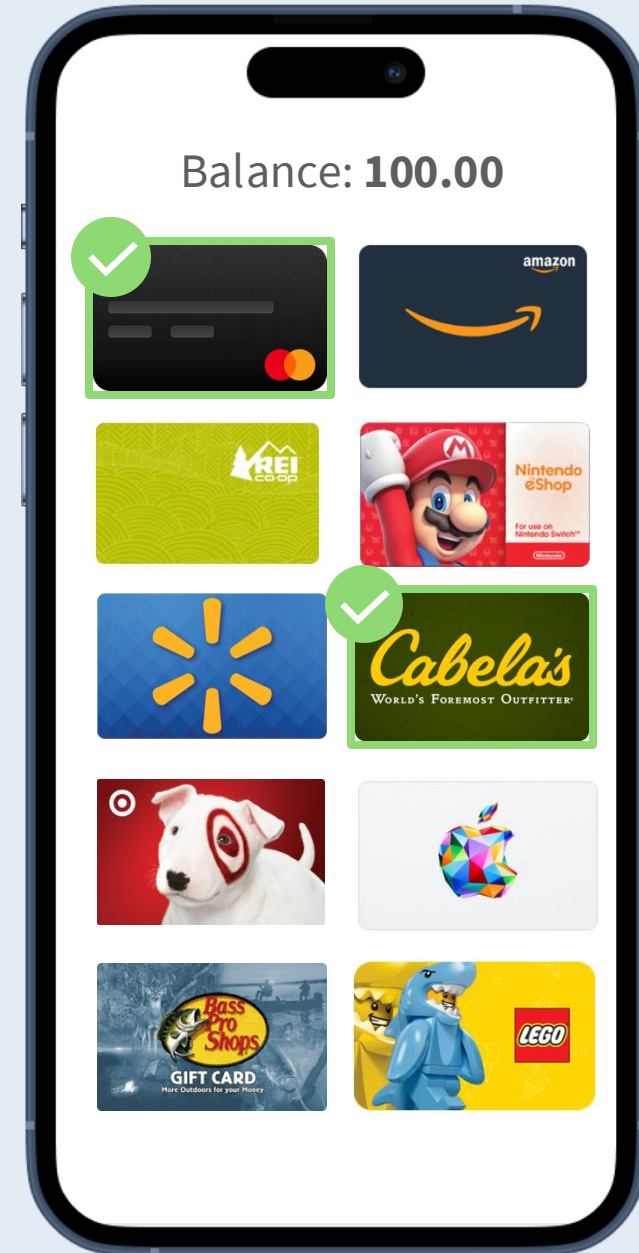
MAXIMIZE THE POINTS YOUR SCOUTS WILL GET!

- **EMPHASIZE CREDIT CARDS** WITH CONSUMERS WHEN MAKING A SALE (1.25pts per \$1 sold)
- CONVERT **CASH SALES TO CREDIT** (1.25pts per \$1 sold)
- **SUBMIT DONATIONS** TO HEROES & HELPERS (1.75pts for credit / 1.5pts cash per \$1 sold)
- **SELL \$500 ONLINE** AND GET 250 BONUS POINTS

TRAIL'S END APP

SCOUT REWARDS

- ✓ Additional 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.



1:00

5G

LP Leah P.



Points & Rewards



YOUR GOAL PROGRESS

1,001 PTS
/ 0

Set Goal

Convert Cash to Credit

\$500 TOTAL

Scout Sales

\$500

Pack Ranking



-



Orders



0 today



Rewards

View & Claim Rewards

My Storefront Schedule

View & Add Shifts

Make a Sale

My Online Page

12:48

5G



Rewards Balance

\$30

Claim Now

TOTAL EARNED
\$10

PREV. CLAIMED
\$30

Points

TOTAL POINTS
1001.25pts

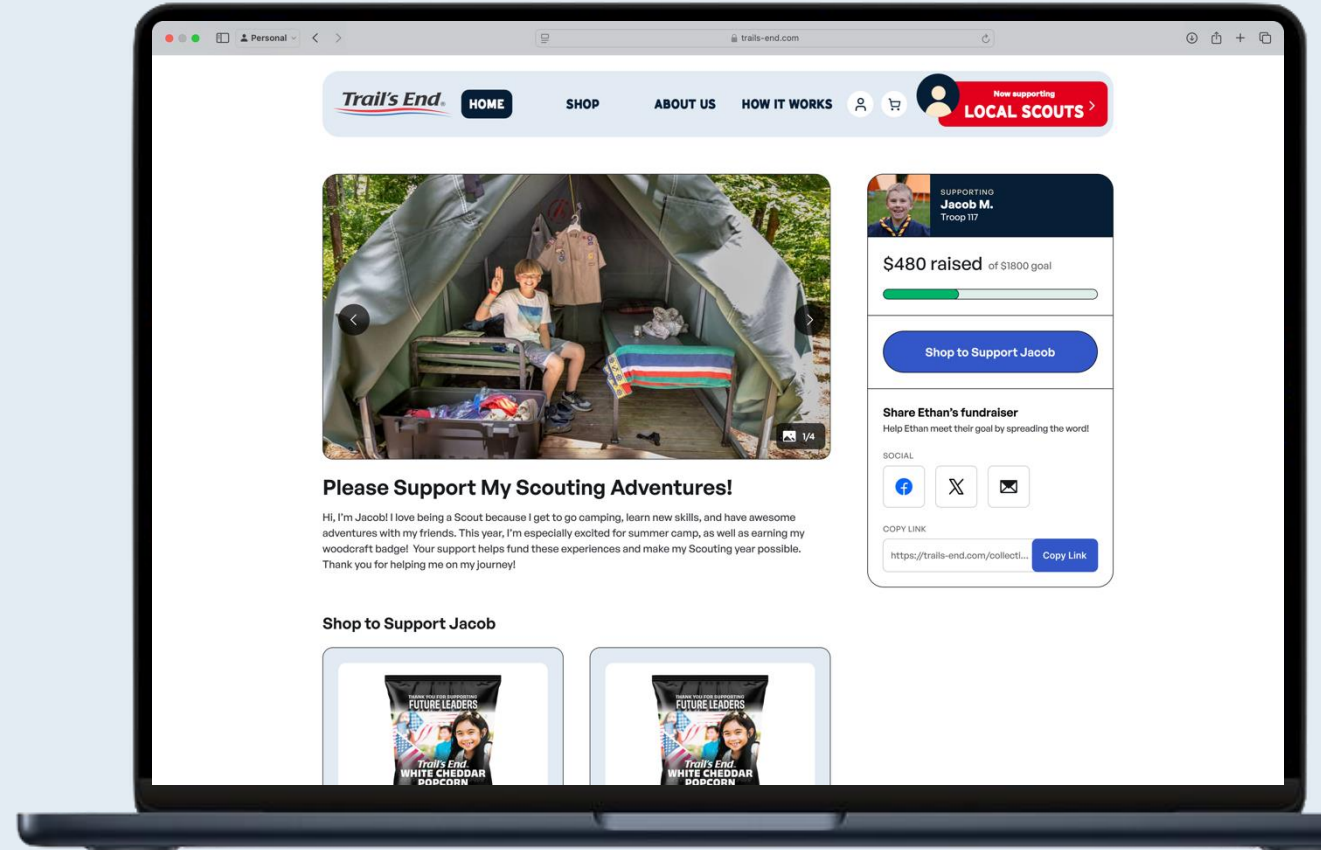
Sales	501.25pts	50%
Storefronts	0pts	0%
Scout Sales	501.25pts	50%
Online Sales	0pts	0%
Cash to Credit	0pts	0%
Promotions	500pts	50%

My Claims History

Tap a past claim to [resend claim details to your email.](#)

TRAIL'S END ONLINE

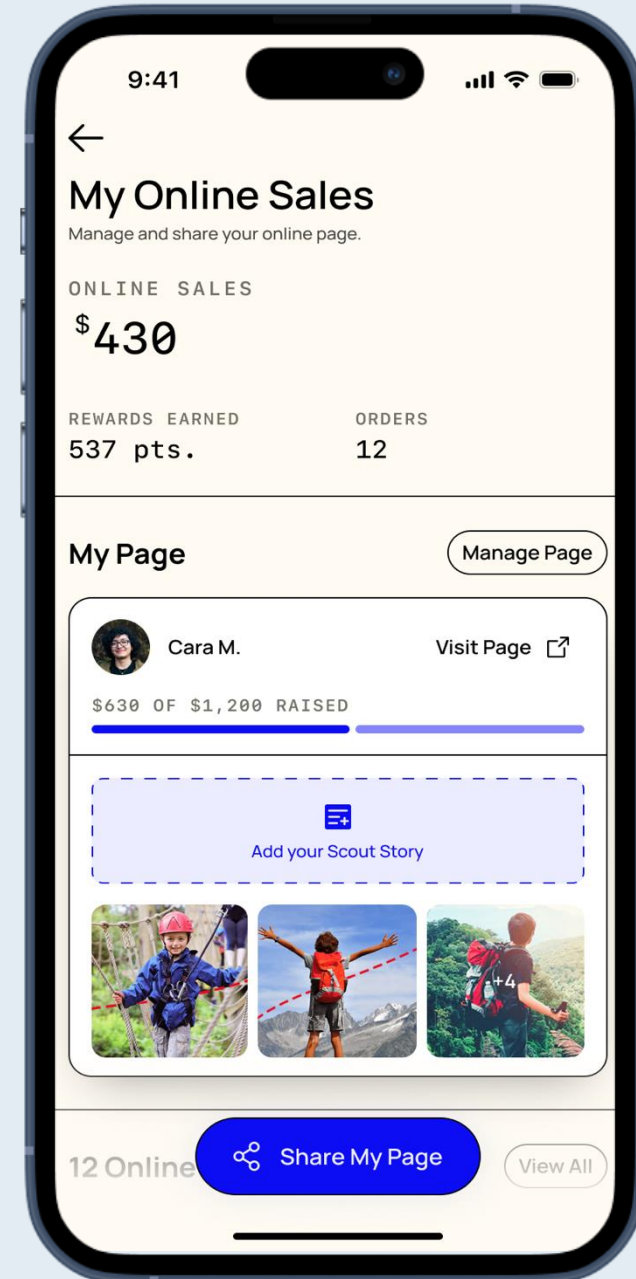
- ✓ Redesigned Scout pages that:
 - Emphasize the Scout and their story
 - Allow consumers to share the Scout's pages with their network



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



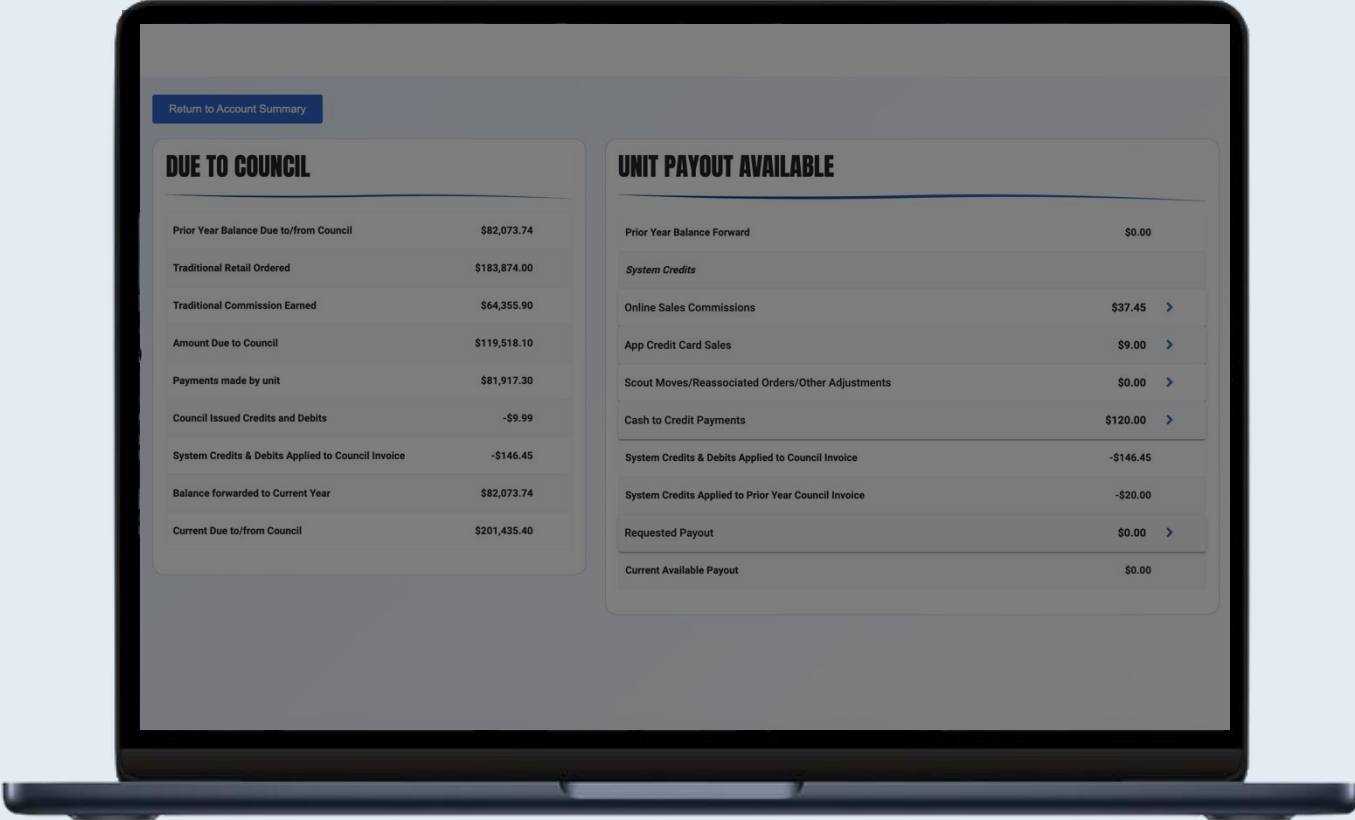
FOR UNIT LEADERS

AUTOMATED PAYOUTS

- ✓ Units can claim as they sell or receive their payout automatically on 12/12
- ✓ Units are reminded to update their bank information after they order

How would you like to receive the unit payout?

- Deposit to unit's bank account
- Send to the council to distribute to the unit



The screenshot displays a web interface with two main sections: "DUE TO COUNCIL" and "UNIT PAYOUT AVAILABLE". A "Return to Account Summary" link is visible at the top left of the interface.

DUE TO COUNCIL	
Prior Year Balance Due to/from Council	\$82,073.74
Traditional Retail Ordered	\$183,874.00
Traditional Commission Earned	\$64,355.90
Amount Due to Council	\$119,518.10
Payments made by unit	\$81,917.30
Council Issued Credits and Debits	-\$9.99
System Credits & Debits Applied to Council Invoice	-\$146.45
Balance forwarded to Current Year	\$82,073.74
Current Due to/from Council	\$201,435.40

UNIT PAYOUT AVAILABLE	
Prior Year Balance Forward	\$0.00
<i>System Credits</i>	
Online Sales Commissions	\$37.45 >
App Credit Card Sales	\$9.00 >
Scout Moves/Reassociated Orders/Other Adjustments	\$0.00 >
Cash to Credit Payments	\$120.00 >
System Credits & Debits Applied to Council Invoice	-\$146.45
System Credits Applied to Prior Year Council Invoice	-\$20.00
Requested Payout	\$0.00 >
Current Available Payout	\$0.00

2025 Free Unit Goods

- Any unit that did not sell in 2024 will receive 2 cases of White Cheddar (\$480 retail value) at no charge and must sign up for a storefront shift (weekday recommended)
 - Council will not be charged for these cases
 - Council will not receive commission on these cases
- 100% commission for units that are new to the sale to encourage participation
- Standard commissions will apply for any additional product that is ordered

TRAIL'S END PRODUCT

We sell products consumers buy and eat ALL YEAR LONG:

	TE Sales	US Retail Mkt
White Cheddar	\$30M	\$500M
Kettle Corn	\$15M	\$150M
Salted Carmel	\$15M	\$150M
Butter Microwave	\$20M	\$900M

Products that **SELL** to keep your sale simple.

Trail's End will deliver for the units and the Scouts higher sales in less time with less effort!

TRAIL'S END TRADITIONAL PRODUCTS



\$15



\$20



\$20



\$20



\$25



\$25



\$30

2025 Packaging Update

Trail's End®



Packaging will have
**“SCOUTING
AMERICA”**
branding as well as
kids doing Scouting
activities and info on
the back of the bag
where people can
learn more about
joining Scouting.

Key Dates

August 5 – Unit Kernel Kickoff!!

August 27 – Show-N-Sell Orders Due

September 12 – Popcorn Pickup Day

September 13 – START DAY

September 13-November 3 Council's Popcorn Prize Period

October 14 - Popcorn Mid-Season Payment due

November 3 - Take-Order Popcorn Orders Due

November 14 - Take-Order Popcorn Pickup Day

November 17 - Final Popcorn payment Due

- **Base commission for Show-N-Sell and Take Order: 30%**
- **Online commission: 35%**
- **Commit to sell by 6/30 = additional 1%**
- **Attend Kickoff = additional 1%**
- **Conduct unit kickoff (photo verification) = additional 1%**
- **Increase sales by 10% = additional 2%**

Units that did not sell in 2024

- **All items listed in previous slide, PLUS:**
- **Sell minimum of \$1500 = additional 2%**

Kernels Council Calendar!



Key Contacts

Cardinal –

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Thank You!

