

Trail's End

Occoneechee Council

2025

KERNELS GUIDEBOOK

EVERYTHING YOU NEED TO KNOW ABOUT THE POPCORN FUNDRAISER!



CONGRATULATIONS!

THANK YOU FOR MAKING THE CHOICE TO HAVE YOUR UNIT FUND ITS PROGRAM THROUGH THE POPCORN FUNDRAISER!

The funds you raise can be used to cover registration fees, uniforms, trips, activities, day camps, summer camps and high adventure experiences within the program. Fewer out-of-pocket expenses for families equals better equipped kids and more participation. Help all of your families save money by encouraging 100% participation! This year's Popcorn Fundraiser can be the best fundraiser EVER!

OVER 70% STAYS LOCAL!*



WHITE CHEDDAR POPCORN
\$20



SALTED CARAMEL CORN
\$20



SWEET & SALTY KETTLE CORN
\$20



POPPING CORN
\$15



MICROWAVE BUTTER POPCORN
\$25



SALTED VIRGINIA PEANUTS
\$25



HONEY ROASTED PEANUTS
\$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.

Trail's End

Occoneechee Council

2025 KERNELS COUNCIL CALENDAR

Aug 5	Unit Kernels Kickoff
Aug 11	Storefront Reservations Begin
Aug 27	Show-N-Sell Popcorn Orders due
Sep 12	Popcorn Pickup Day
Sep 13	Popcorn Fundraiser Begins
Sept 13-Nov 3	Council's Popcorn Prize Period
Oct 14	Popcorn Mid-Season Payment due
Nov 3	Take-Order Popcorn Orders due
Nov 14	Take-Order Popcorn Pickup Day
Nov 17	Final Popcorn Payment due

Subscribe to our
Kernels Council Calendar!



SHOW-N-SELL & TAKE ORDER PRODUCT

WAGON & STOREFRONT SALES

Honey Roasted Peanuts	18oz can	\$30 / \$360 case (12)
Salted Virginia Peanuts	12oz can	\$25 / \$300 case (12)
Unbelievable Butter Microwave	12 in each box	\$25 / \$150 case (6)
Salted Caramel Corn	pre-popped 11oz bag	\$20 / \$240 case (12)
White Cheddar Cheese	pre-popped 6oz bag	\$20 / \$240 case (12)
Ready-to-Eat Butter	pre-popped 6oz bag	\$20 / \$240 case (12)
Sweet & Salty Kettle Corn	pre-popped 4.5oz bag	\$20 / \$240 case (12)
Popping Corn	28oz jar	\$15 / \$135 case (9)
Heroes & Helpers Donations	\$30 Silver Level / \$50 Gold Level / Custom Amount	

ONLINE SALES!

In addition to the products above, Trail's End offers a variety of coffee, chocolate & other products that ship directly to customers through Scout accounts!



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>

SCOUT POPCORN PRIZES + UNIT INCENTIVES

Trail's End

2025 SCOUT REWARDS

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

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 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



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

Council Prizes & Trail's End Rewards will release when a Unit's Account is paid-in-full!

Occoneechee Council Popcorn Prizes + Incentives

Receive up to 35% Commission!



Popcorn Fundraiser Commitment

TE App registered Units by June 30th-Unit receives an extra 1% commission

Unit Kernels Kickoff Attendance

In-person and Zoom-Unit receives an extra 1% commission

Host Your Unit Popcorn Kickoff

Unit receives an extra 1% commission

Unit Fundraise Increase Incentive

10% increase of previous year sales-Unit receives an extra 2% commission

New Unit Fundraise Incentive

Fundraise at least \$1,500-Unit receives an extra 2% commission

NEW UNITS RECEIVE \$480 FREE INVENTORY! 2 Cases of White Cheddar

New Units!

Trail's End

Register your Unit for the

POPCORN FUNDRAISER!



Scouts!

Council POPstar Award

Top selling Scout in the Council receives an Amazon Gift Card representing 2% of their total sales

Popcorn Patch

UNIT COMMISSION

Wagon Sales & Storefront Sales Commission = 30%

Online Sales Commission = 35%

Trail's End & Council Rewards are paid by Council



Trail's End ***Occoneechee Council***

DISTRICT KERNEL CONTACTS

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