



**KICK-OFF TODAY,
FUND
BIG ADVENTURES
TOMORROW!**

Everything you see tonight,
can be found at
www.bacbsa.org/popcorn

- Leader & Scout Resources
- Unit Resources
- Training Webinars
- What's New this Year
- Every link & document
- **I did the work for you!**
- **Everyone will leave here with a popcorn packet loaded with helpful guides, goodies & more!**



For Leaders - Links

[2025 Popcorn Kick-Off Powerpoint \(Coming soon\)](#)

[2025 Leader Guide \(One-sheeter\)](#)

[2025 Order Form](#)

[2025 Storefront Online Reservation Guide](#)

[2025 Storefront Manual Entry Guide](#)

[2025 Unit Goalsetting Tool](#)

[Kernel Quick Reference Guide To Links & Help.pdf](#)

[Trails End Reference Guide](#)

[WEBINARS: Leader & Scout Training Webinars \(Sign up today\)](#)

[FAQ YouTube Videos \(18 min.\)](#)

[See What's New This Year \(List of new updates\)](#)

[A Basic Intro to the Trails-End App](#)

[Path to Advancement List](#)

- [Show and Sell Store Request Location letter](#)

- [Show and Sell Store agreement letter](#)

WHY SELL POPCORN?

Fund Your Entire Year of Scouting Adventures!

Funding ideas:

- Campouts
- Blue & Gold Parties
- Pinewood Derbies
- High Adventures
- Big Equipment Needs
- Advancement
- Registration Fees

Parent Incentives

- Reduce program costs that comes out of the parents' pocket

Scouts Learn & Earn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management
- **Advancement Opportunities**
- The Scouts earns points toward rewards

Download the Scout Advancement Sheet at www.bacbsa.org/popcorn

SAVE THE KEY DUE DATES

- Popcorn Kernel Webinars by Trails-End – **7.10.2025 – 8.24.2025**, 90-minute sessions
- **VIP** Storefronts Available for Signup: **7.22.2025**, 7 p.m. (4 spots if you sold \$10K or more)
- Storefronts Available for Signup: **7.23.2025**, 7 p.m. (2 spots)
- Storefronts Available for Signup: **7.24.2025**, 7 p.m. (All spots)
- Show N' Sell Orders Due (Initial Order) - **7.25.2025**
- Show N' Sell Distribution – **8.9.2025** (Del Papa Warehouse – Email reminder will be sent.)
- Replenishment Order – **9.16.2025**
- Show N' Sell Monies Due – **10.10.2025**
- Take Orders Due (Final Order) - **10.10.2025**
- Take Orders Distribution - **10.25.2025** (Del Papa Warehouse – Email reminder will be sent.)
- Payments Due To Council – **11.5.2025**
- Prize Orders Due – **12.15.2025**

Download Kernel Quick Reference Guide at www.bacbsa.org/popcorn



THE KERNEL'S ROLE

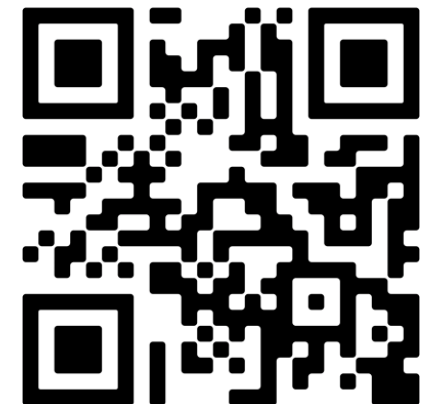
1. ARE YOU REGISTERED AS THE POPCORN KERNEL?

Leader Sign-up: www.trails-end.com/unit-registration

- Popcorn Kernels (leader) and co-kernels can sign up to sell & add Scouts later.
- You can “Invite Scouts” to join from your leader portal.

Unit Leader Portal

- Manage your sale from the leader portal - www.trails-end.com/leader



2. GET LEADER TRAINED

Leader webinars

- Register July 10th-August 14th at <https://portal.trails-end.com/webinars>
- Kernels are encouraged to attend, 90-minute sessions. (Covers new items!)

Popcorn Kernel Training for New + Returning Kernels

An overview of the Trails-End Popcorn Fundraiser for all Popcorn Kernels, new and returning. Offering training in the Trail's End Unit Leader Portal, Trail's End App, and Best Practices to help get you started on the right foot! About 45 Minutes of Training + Q&A

Audience: *New and Returning Kernels*

DATE	DAY OF WEEK	TIME ET	
2023-07-06	Thursday	06:30 PM	REGISTER
2023-07-06	Thursday	08:00 PM	REGISTER
2023-07-12	Wednesday	06:30 PM	REGISTER
2023-07-12	Wednesday	08:00 PM	REGISTER

Download the Webinar Links & More at www.bacbsa.org/popcorn

3. LEARN WAYS TO SELL

ONLINE DIRECT

Sell online & ship directly to customers.



- Records sales directly in the app.
- Share your page via email, text, social media or QR code
- Contactless sale - No handling products or cash.
- **Average Order: \$65**
- Shipped directly to customers.
- Products & prices may vary.
- Shipping/Tax may be charged.
- Available through the entire sale.

STOREFRONT SALES

Leverage high traffic locations directly in the app.

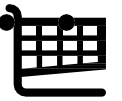


(New – 14 Locations.)

- Sign up to sell in front of a store.
- **Average Sales: \$150 per hour.**
- One parent and one Scout is ideal to cover a shift.
- If more than one Scout signs up, you can split credits for the shift, so each Scout gets credits.
- 10 hours averages \$1500 in sales

WAGON SALES

Direct sales to family, friends, neighbors.



- Have parents ask co-workers.
- Have Scouts ask neighbors.
- **Delivered:** Check-out popcorn in advance, hand over products immediately.
- **Undelivered:** Take an order to deliver products later.
- As kernel, be sure to mark what's delivered.

TIP: Always make sure you see a confirmation screen during sales before navigating away.

WHAT'S NEW WITH PRODUCTS

NEW! Pricing is Streamlined: Popcorn bags are all just \$20 each. (*Microwave Butter Box is still \$25.*)

- Easier for Scouts to remember.
- Easier to sell.
- Remember, you are **“Selling adventures, not Popcorn.”**

Additional Sale Option:

Heroes & Helpers (\$15-\$250 donation): Support military and first responders via donations.

When selling, select a donation amount and use it to ship products to military bases, food banks, and first responder organizations. Shipping is all done by Trails-End.

Salted
Caramel
\$20



White
Cheddar
\$20



Sweet and Salty
Kettle Corn
\$20



Butter
Popcorn
\$20



Popping
Corn
\$20



12pk
Unbelievable
Butter
Microwave
\$25



HOW TO BOOK STOREFRONTS ONLINE

- Storefront booking is done through your leader dashboard.
- Use the “**Storefront Guide**” on our website for a step-by-step guide to set these up.
- Once you reserve the location, Scouts book shifts through their portal.



HOW TO BOOK IN-PERSON

- Book in advance. Visit the store in your uniform with one or more Scouts.
- Ask the manager for permission. Get details of the expectations and then follow them.
- Documents you may need like a [non-profit letter](#) or [proof of insurance](#) are on our website.
- Guide to adding “**Storefronts Manually**” is also on our website.

Download the “Storefront Online Guide” and “Storefront Manual Entry Guide” at www.bacbsa.org/popcorn

WHY CREDIT CARDS ARE BETTER

Tell your customers “We prefer credit/debit”

- **NEW!** App accepts cards and tap-to-pay now! No need for card readers! (Must use iPhone 10 or Galaxy 5 or newer.)
- Trail's End pays the credit card fees.
- Scouts receive higher reward points & you handle less cash

The Point System (Scout Rewards)

- Scouts earn points per dollar sold. Points = gift cards for the Scouts.
- Based on how customers pay, Scouts may earn more reward points.

Online Sales: Credit Card Sales (1.25 points per \$1 sold) **vs.** Cash Sales (1 point per \$1 sold)

Heroes and Helpers: Credit Sales - 1.75 points per \$1 sold **vs.** Cash Sales - 1.5 points per \$1 sold

Storefront: Earn an additional 0.25 points per \$1 sold by using your unit card and depositing the cash. (Ex. - At the end of the sale day, if you take in \$400 in cash, ring those sales in the app using the unit credit card, deposit the cash later.)

4. HOW YOU EARN COMMISSION

Traditional (Storefront/Door-To-Door (Wagon/Take Order) Sales Commission

Every Unit Starts with 30%.

- Attend Kick-off Training: + 1% **(You get this for being here tonight!)**
- Place your Show & Sell (Initial Order by 7.25.2025): +1%
- Sell \$1500 over the previous year: +1%

Total Potential Commission: 33%

Online Sales Commission = 30%

A portion of the proceeds also helps support your local Council & Camp

- **It Supports Programs** – We pay our Camp Directors & Program Directors at long-term camps.
- It costs us \$80,000/yr in insurance to cover buildings at camp (17!)
- It costs \$24,000 a year to cover Brazoria County water sampling & testing to have safe, clean water at camp.
- Our Properties Committee makes maintenance improvements. They all volunteer their time.

Remind Your Scouts, their hard work supports their camp.

5. HOW TO PLACE AN ORDER

The step-by-step ordering process is on our website, www.bacbsa.org/popcorn, but essentially, you will click Create New Order. Enter your Dollar amount. System will auto-populate an order. Add or subtract popcorn from there.













Important Invoice Information:

There's no need to pay upfront. As your unit earns credits from credit card sales, online commissions, etc., those credits will be automatically applied toward your invoice balance.

Order Due Dates

- Show N' Sell Orders Due (Initial Order) – **7.25.2025**
- Take Orders Due (Final Order) – **10.10.2025**

Distribution – Del Papa warehouse. You will receive an email reminder. Account for passengers in carloads!

 Mid-Size Car	>>	 20 Cases
 Small SUV	>>	 40 Cases
 Crossover	>>	 40 Cases
 Mini-Van	>>	 60 Cases
 Large SUV	>>	 70 Cases
 Full-Size Van	>>	 70 Cases

Click “How to place an Order” at www.bacbsa.org/popcorn

6. HOW TO ORDER REWARDS

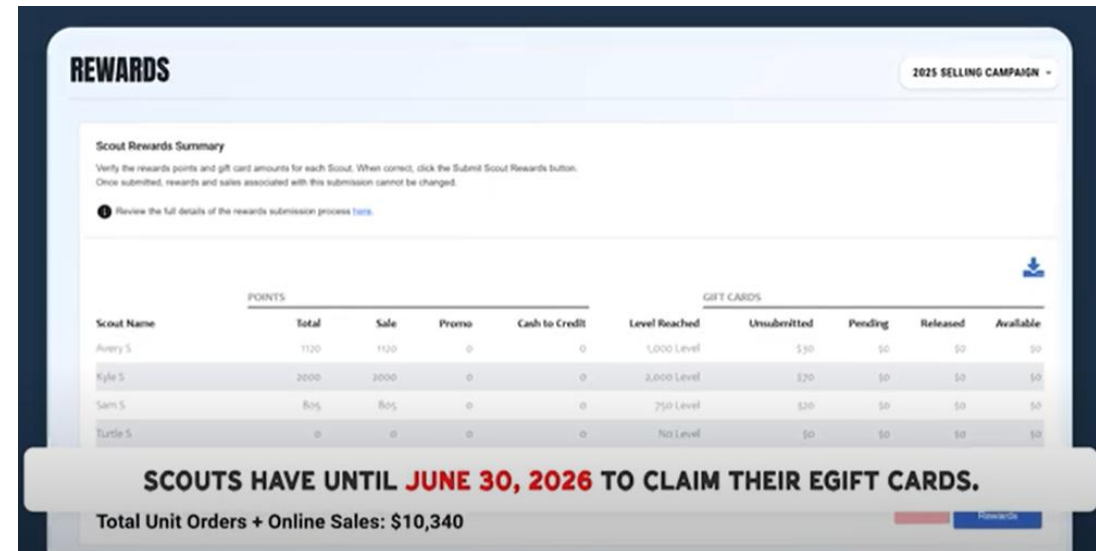
The step-by-step process is on our [website](#).

Key notes

- To qualify for Rewards, the Scout must have their own account.
- You may submit rewards anytime. However, only sales made **after** that date can be adjusted.
- If **any** Scout's sales decrease after submission, you will **not** be able to resubmit.

(Examples of this are online.)

- Scouts can continue to reach additional Reward levels after the first submission.
- Rewards will be released in the Scout's account 5 days after submission.
- You may recall your Rewards submission within this 5-day window, but resubmitting will restart the 5-day review period.



REWARDS 2025 SELLING CAMPAIGN

Scout Rewards Summary
Verify the rewards points and gift card amounts for each Scout. When correct, click the Submit Scout Rewards button. Once submitted, rewards and sales associated with this submission cannot be changed.
Review the full details of the rewards submission process [here](#).

Scout Name	POINTS				Level Reached	GIFT CARDS			
	Total	Sale	Promo	Cash to Credit		Unsubmitted	Pending	Released	Available
Avery S	1120	1120	0	0	1,000 Level	\$30	\$0	\$0	\$0
Eyle S	2000	2000	0	0	2,000 Level	\$20	\$0	\$0	\$0
Sam S	805	805	0	0	750 Level	\$20	\$0	\$0	\$0
Turtle S	0	0	0	0	No Level	\$0	\$0	\$0	\$0

SCOUTS HAVE UNTIL **JUNE 30, 2026 TO CLAIM THEIR EGIFT CARDS.**

Total Unit Orders + Online Sales: \$10,340

Review “How to Order Scout Rewards” at www.bacbsa.org/popcorn



THE UNIT'S ROLE

1. MAKE A PLAN (INCLUDE PARENTS)


Plan your year's **Program Costs** (camps, adventures and expenses) to determine your **Unit's Sales Goal**.

Hold a **brainstorming session** with your unit.
List everything you want Scouts to earn money for:

- Camps/Activities (Cub-O-Ree, Astros games)
- Advancements
- Blue & Gold/Christmas Parties
- Registration Fees?
- Big Camping Equipment?

Set Your Goal

- Use the play & play worksheet online.
- Estimate Storefront/Online Sales needed to meet your goal.
- Check Your MATH!

			2025-2026 Ideal Year of Scouting			
			Cost per Scout:	\$91	Unit Sales Goal:	\$0
			Scouts:	-	Scout Sales Goals:	\$0
			Total Cost:	\$0	Unit Commission \$:	\$0
Step	Unit Information		Step	Activities		
1	Unit Name:	Enter Name	3	Activity	Uncheck to Exclude	Activity Date
	Number of Scouts:	Enter Scouts		[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]
	Unit Commission %:	Enter Commission		[Enter Activity Name]	<input checked="" type="checkbox"/>	[Enter Date]
		[Enter Activity Name]		<input checked="" type="checkbox"/>	[Enter Date]	
		[Enter Activity Name]		<input checked="" type="checkbox"/>	[Enter Date]	
		[Enter Activity Name]		<input checked="" type="checkbox"/>	[Enter Date]	
		[Enter Activity Name]		<input checked="" type="checkbox"/>	[Enter Date]	
		[Enter Activity Name]		<input checked="" type="checkbox"/>	[Enter Date]	
		[Enter Activity Name]		<input checked="" type="checkbox"/>	[Enter Date]	
		[Enter Activity Name]		<input checked="" type="checkbox"/>	[Enter Date]	
Step	Annual Costs					
2	Cost	Uncheck to Exclude	Cost per Scout			
	Scouting America Membership Fee	<input checked="" type="checkbox"/>	\$91			
	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]			

2. GET SCOUTS EXCITED

Make a fun kick-off

- Build excitement with food, games & prizes.
- Game ideas: “Catch a Kernel.” **(We’ll play that later!)**

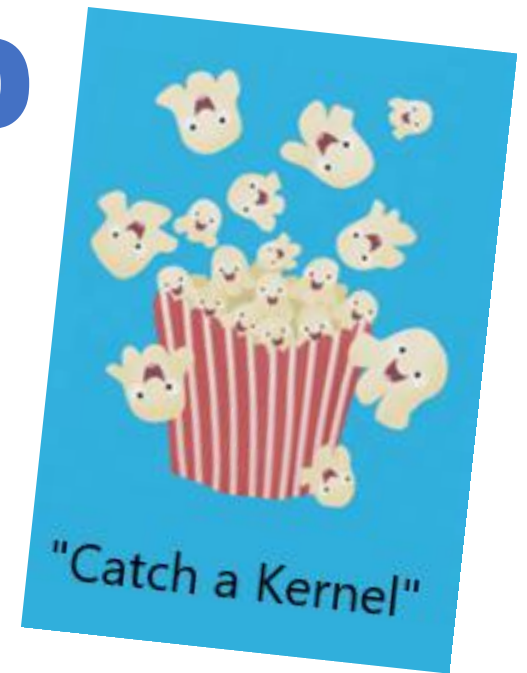
Ideas

- Bring a commercial popcorn popper
- Have music
- Role play "How-to-sell" and "How-not-to-sell" (Download the **“Scout Pitch Card”**)

Promote prizes

- Unit ideas - For every 5 containers sold, Scouts get a raffle ticket to win tents, lanterns, sleeping bags, etc.
- How about a pool party if the unit hits their goal?
- Promote Trail’s End Rewards & unit incentives.

SHARE YOUR IDEAS!



3. HAVE SCOUTS SIGN UP

New Scout Sign-up: <https://login.trails-end.com/registration/scout>

***Scouts With Existing Accounts:** Log into <https://trails-end.com>
> Click on the Sign In button > Click Scout Account. This keeps your selling history in one place.

Scouts Sales Page:

- Scouts can download the **“Scout App Personalization Sheet”** to be ready for sales.

App Features

- ✓ Can record sales/deliveries & sign up for storefront shifts.
- ✓ Share online sale page & track your progress towards your goal.
- ✓ Claim rewards.



For storefront sales

- Kernels reserve Space, Scout reserve shifts.
- Download the **“Storefront Guide”** on our website.

Download all at www.bacbsa.org/popcorn

4. HOW SCOUTS EARN POINTS & PRIZES

Scouts earn points towards e-gift cards when they record their sales in the Trail's End App. Then, they choose the prize they want!

Example

\$1500 in sales (x30% commission) = \$450 for Scout accounts. That's just 75 bags of popcorn. (Even less if paid by credit card.) Scouts get \$50 gift card.



POINTS	GIFT CARD
17,500	10% of total sale
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10



**EARN MORE!
EASIER!**



Scan the QR code to download the APP thru Apple or Google Play to start earning today! Trail's End pays all transaction fees.



Rewards earned in 2023 must be claimed in App by Scouts by June 30, 2024.

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*Based on average Council program. May vary in your Council.

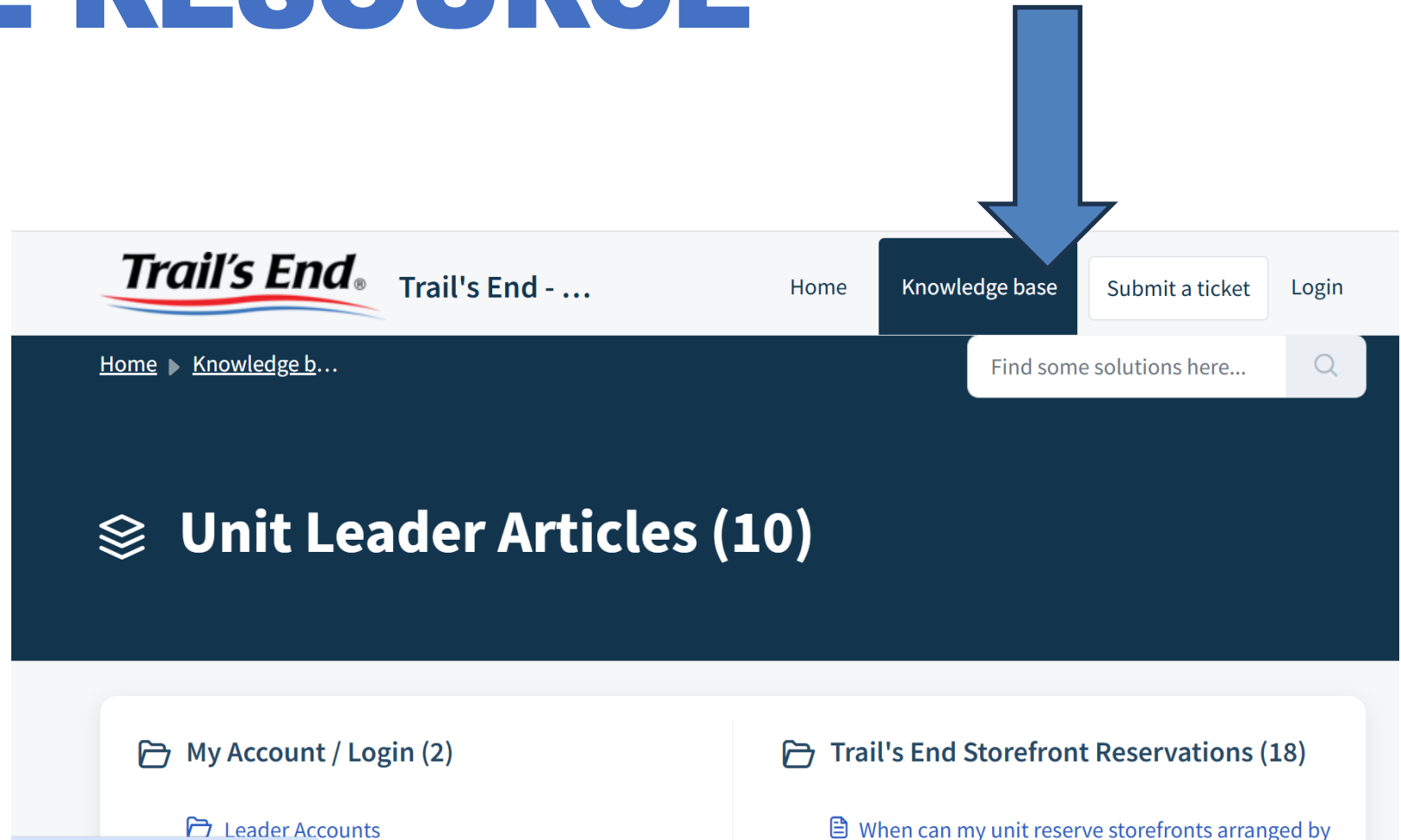
ONE FINAL RESOURCE

NEW! Ask Trails-End Anything:

If you get stuck, did you know that you can ask the Trails-End website anything?

Just visit the Knowledge Base & search for your question.

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



Trail's End Trail's End - ... Home Knowledge base Submit a ticket Login

Home ▶ Knowledge b...

Find some solutions here...

Unit Leader Articles (10)

My Account / Login (2)

Trail's End Storefront Reservations (18)

Leader Accounts

When can my unit reserve storefronts arranged by

Find “Ask Trails-End Anything” at www.bacbsa.org/popcorn



YOUR PACKET & PRINTABLES

THE KERNEL CHECKLIST

July/August

- ✓ Attend Trails-End Leader Webinar
- ✓ Set your Unit goal
- ✓ Place an initial order
- ✓ Hold your Unit Kickoff
- ✓ Sign Up Scouts

September

- ✓ It's recruiting season for new Scouts, get them set to sell
- ✓ Check Council calendar for replenishment opportunities
- ✓ Communicate progress with Unit
- ✓ Motivate your Scouts with incentives
- ✓ Reminder everyone of what your unit will do with funds

October/November

- ✓ Collect cash due from Scouts
- ✓ Place your final order
- ✓ Distribute popcorn and ensure deliveries are made
- ✓ Pay your Council invoice or request your payout
- ✓ Submit rewards for your Scouts
- ✓ Celebrate your Success!

THE POPCORN PACKET

FOR LEADERS & PARENTS

- Leader Quick Guide (One-sheet)
- Budget Worksheet to Set Unit Sales Goal
- Kernel Checklist
- Storefront Sales – Storefront App Guide (One-sheet)
- Storefront Sales - Popcorn Table Banner (1)
- Popcorn game for use at your unit

FOR SCOUTS

- Parent & Scout Guide (One-sheet)
- Storefront Sales - Scout Sales Pitch cards (10)
- Online Sales - Personalize Your App Page (One-sheet)
- Wagon Sales - Order forms (20)
- Path to Advancement



**TIME FOR
GAMES &
PRIZES**

THE TOP UNITS - 2024



Rank	Unit Name	District	Traditional Sales	Online Sales	Total Sales
1	Pack 488	Thunderbird	\$10,118	\$8,700	\$18,818
2	Pack 446	Northern Star	\$16,234	\$2,003	\$18,237
3	Pack 310	Cradle of Texas	\$13,180	\$1,011	\$14,191
4	Pack 696	Coastal	\$12,395	\$1,643	\$14,038
5	Pack 554	Coastal	\$10,802	\$3,138	\$13,940
6	Pack 463	Northern Star	\$9,160	\$2,093	\$11,253
7	Pack 416	Northern Star	\$8,082	\$2,678	\$10,760
8	Pack 442	Northern Star	\$2,725	\$7,933	\$10,658
9	Pack 628	Coastal	\$8,949	\$1,103	\$10,052
10	Pack 487	Thunderbird	\$7,972	\$2,023	\$9,995

THE TOP SCOUTS - 2024



Rank	Scout	District	Unit	Scout Sales
1	Charlie H	Northern Star	Pack 446	\$2,310
2	Matthew B	Northern Star	Pack 416	\$2,210
3	Ann C	Coastal	Troop 6280	\$2,150
4	Aiden R	Coastal	Pack 124	\$1,945
5	Finley B	Northern Star	Pack 446	\$1,933
6	Spencer H	Coastal	Pack 554	\$1,769
7	Oliver L	Coastal	Pack 696	\$1,660
8	Kyle B	Northern Star	Pack 416	\$1,601
9	Rishi S	Northern Star	Pack 446	\$1,538
10	Carter D	Coastal	Pack 696	\$1,504

TIME TO PLAY “CATCH A KERNEL”

Popcorn Party Game:

- This game involves catching kernels to earn popcorn balls.
- Each kernel gets 9 cards. (Adults = kernels. Scouts = players)
- Kernels make a big circle in the room. Scouts stand inside the big circle.
- Scouts have 30 seconds to catch as many kernels as they can.
- When the timer goes off, Scouts try to touch a kernel.
- If touched, kernel must give up a card.
- Scouts collect as many cards as they can in one minute.
- After the timer is stopped, if any of the Scouts collected cards say “popped kernel,” they can trade it for a ball at the end.
- The Scout with the most popcorn balls at the end wins.
- **Give them a prize!**

