



Trail's End[®]



Scouting America
Las Vegas Area Council

2024 Top Sellers

Top Ten Units (8,500 Units sold Nationally)

Rank	Unit	District	Total \$'s
1	Pack 314	Metro North	\$150,729
2	Pack 930	Metro South	\$92,653
3	Pack 96	Metro West	\$90,857
4	Troop 295B	Metro South	\$54,892
5	Troop 149B	Metro West	\$44,988
6	Troop 359G	Metro South	\$41,950
7	Troop 219B	Metro West	\$37,328
8	Pack 440	Metro North	\$36,110
9	Pack 800	Metro West	\$32,465
10	Pack 282	Metro North	\$30,548

National Rankings:

Pack 314 - #4

Pack 930 - #21

Pack 96 - #22

Troop 295B - #100

2024 Top Sellers

Top Ten Scouts (100,000 Scouts sold Nationally)

Rank	Scout	District	Unit	Total Sales
1	Liam N	Metro North	Pack 314	\$27,013
2	David J	Metro North	Pack 314	\$26,142
3	Wyatt N	Metro North	Pack 314	\$25,000
4	Alexander B	Metro North	Pack 314	\$20,423
5	Kade B	Metro South	Troop 295B	\$16,814
6	Jonathan F	Metro South	Troop 295B	\$16,524
7	Jonathan P	Metro North	Pack 314	\$16,359
8	Danny M	Metro West	Pack 800	\$15,051
9	Arizona J	Metro North	Pack 314	\$9,675
10	Phillip B	Metro South	Pack 930	\$9,615

National Rankings:

Liam N. - #9

David J. - #11

Wyatt N. - #15

Alexander B. - #31

Kade B. - #56

Jonathan F. #57

Jonathan P. #61

Danny M. - #76

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 = 986 (out of 3,300 = 30%)
- Avg % of Scouts within selling Units = **45%**
- How do we increase participation within your Unit?

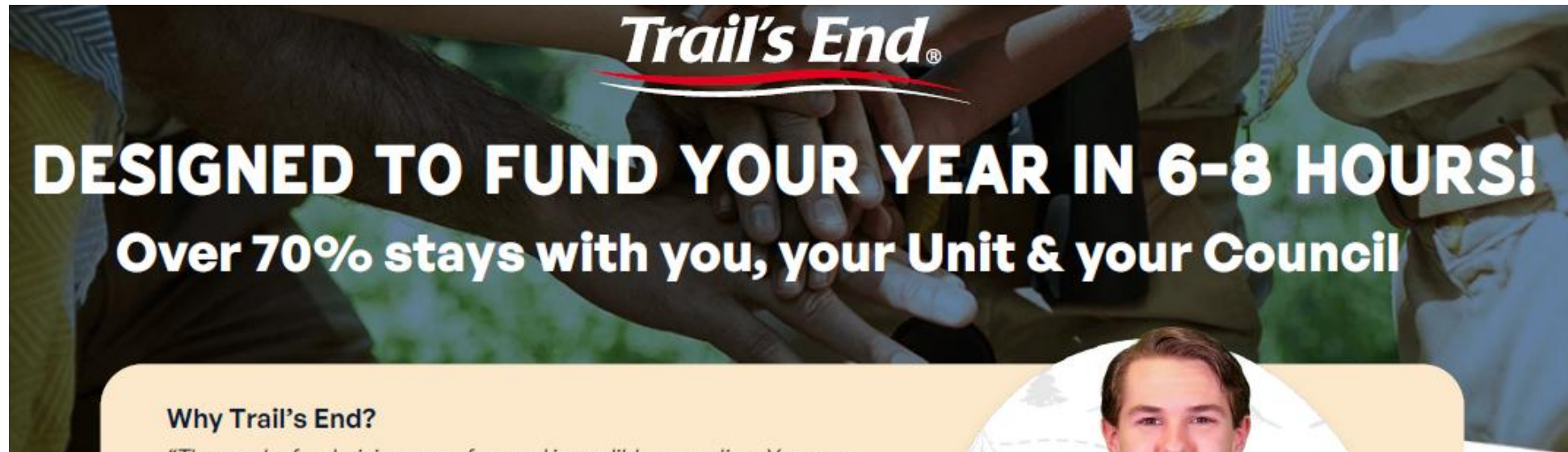
Some Resources that might help....

(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

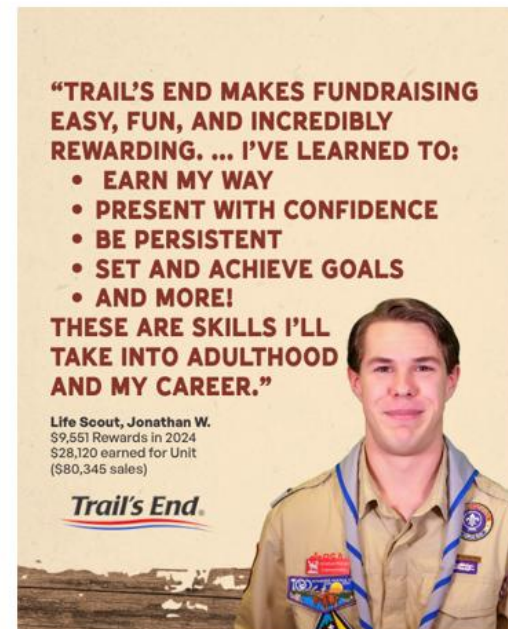
Facebook Post 1

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

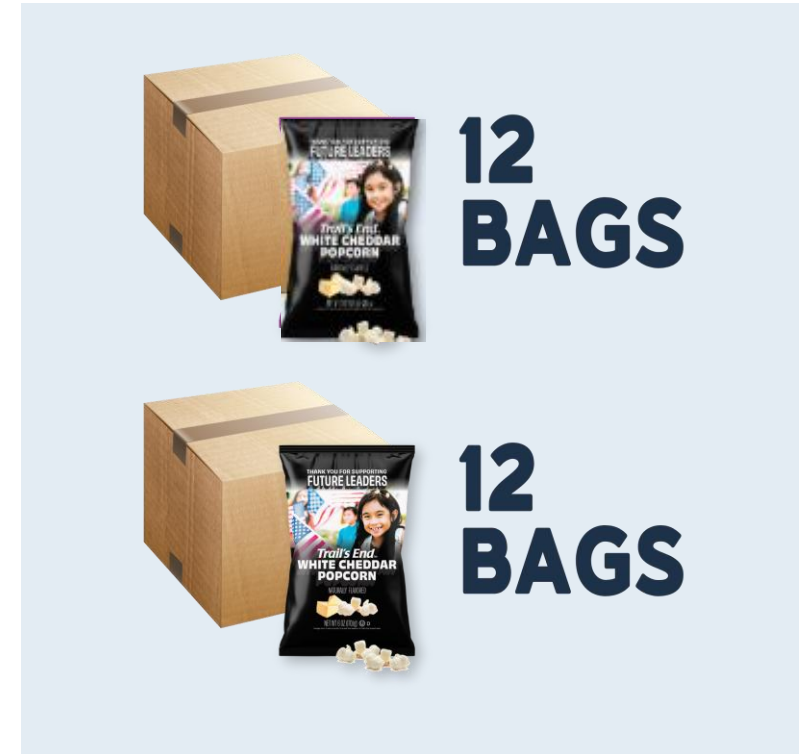
- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



2025 Trail's End NEW UNIT Promo



- ✓ 2 free cases for new Units (\$480 retail)
- ✓ 100% commission to the Unit
- ✓ For more info, call or email Josh Fisher
 - Phone: 702 968-8127
 - Email: Joshua.fisher@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)

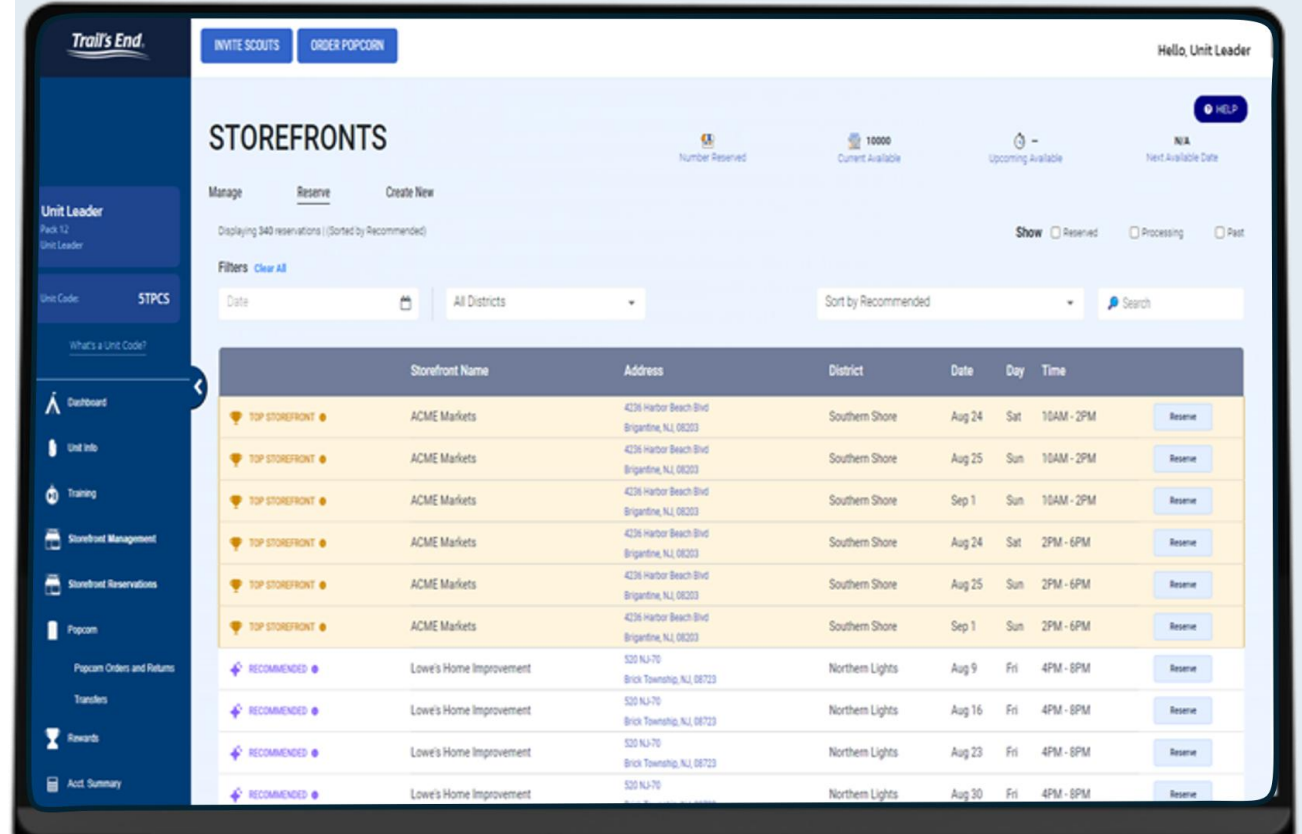
- Web based
- Mobile Friendly

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! 🌟

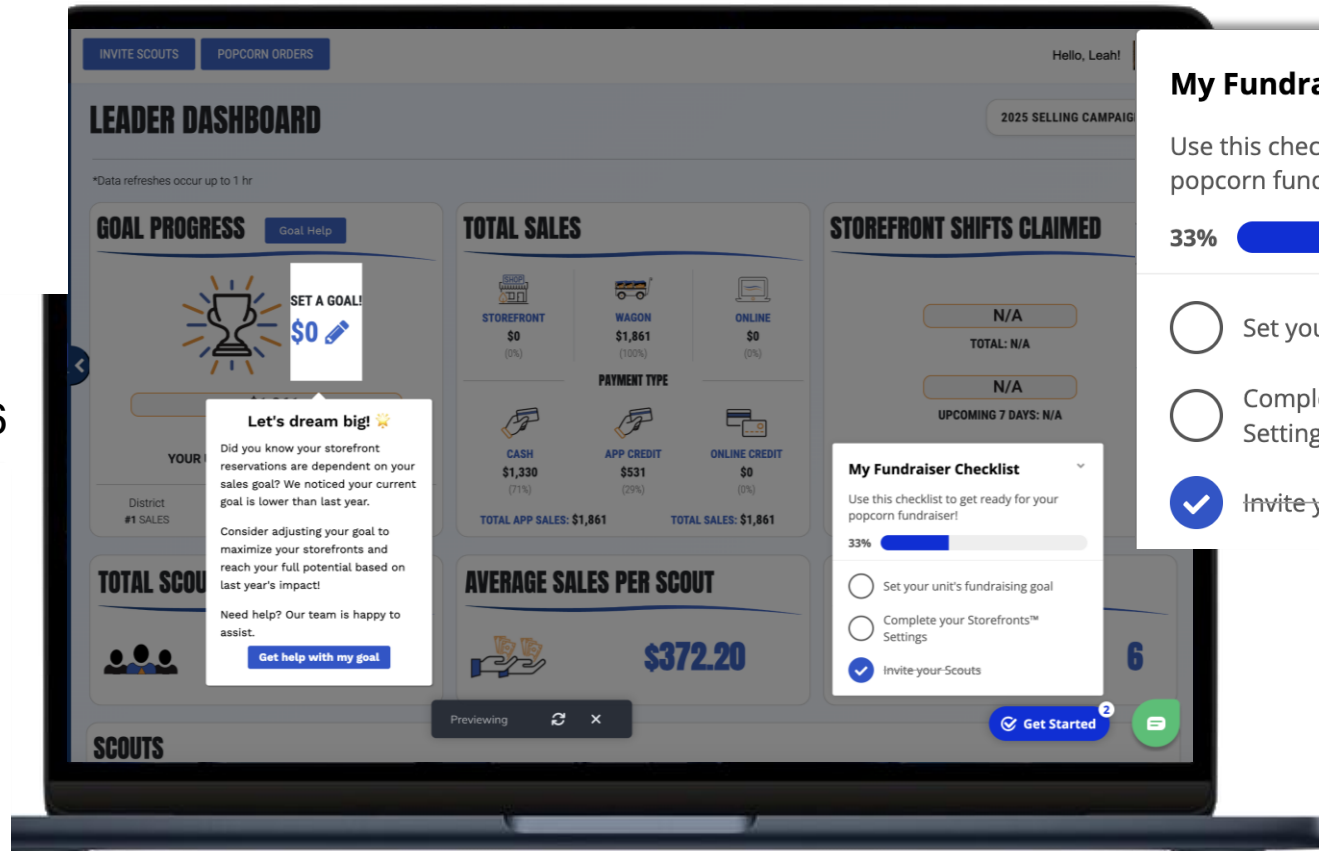
Did you know your storefront reservations are dependent on your sales goal? We noticed your current goal is lower than last year.

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!

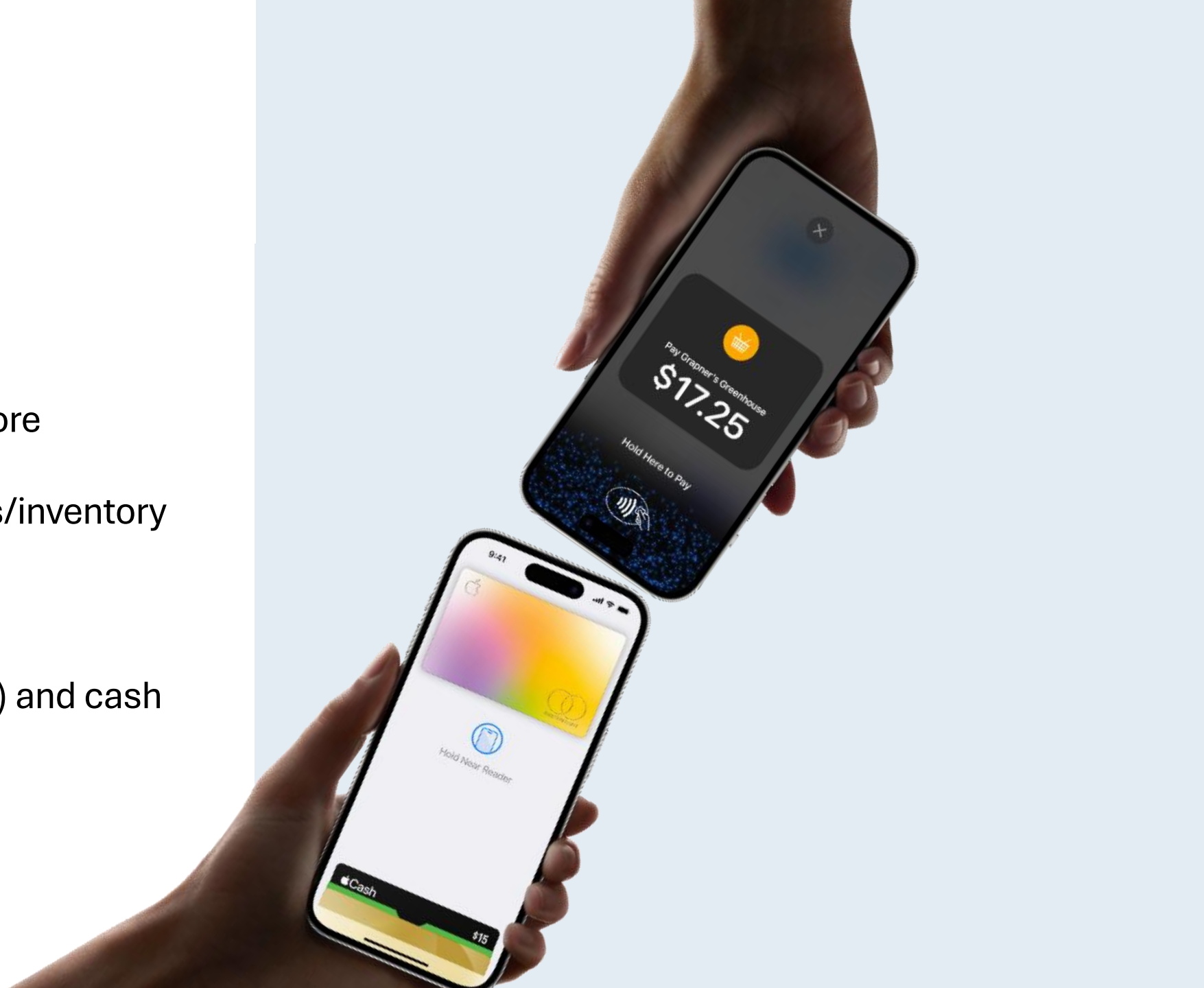
33%

- ☐ 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:

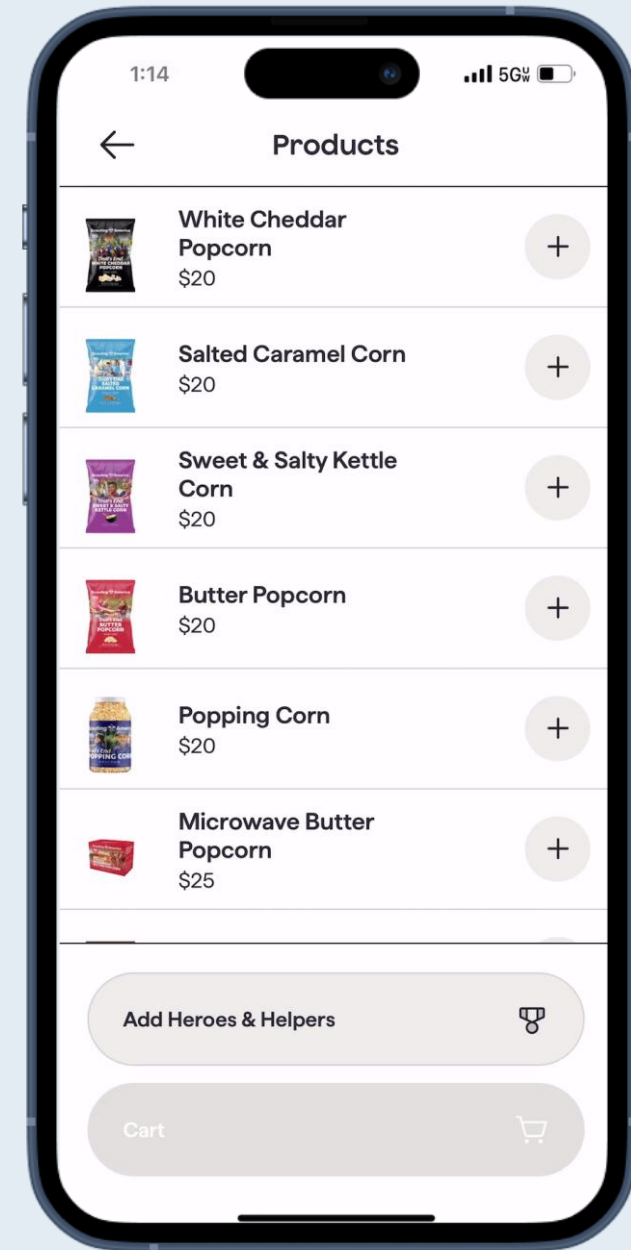
- ✓ Credit card, Apple Pay, Google Pay, and Cash App Pay
- ✓ Cash payments
- ✓ Convert cash collected to credit for additional rewards



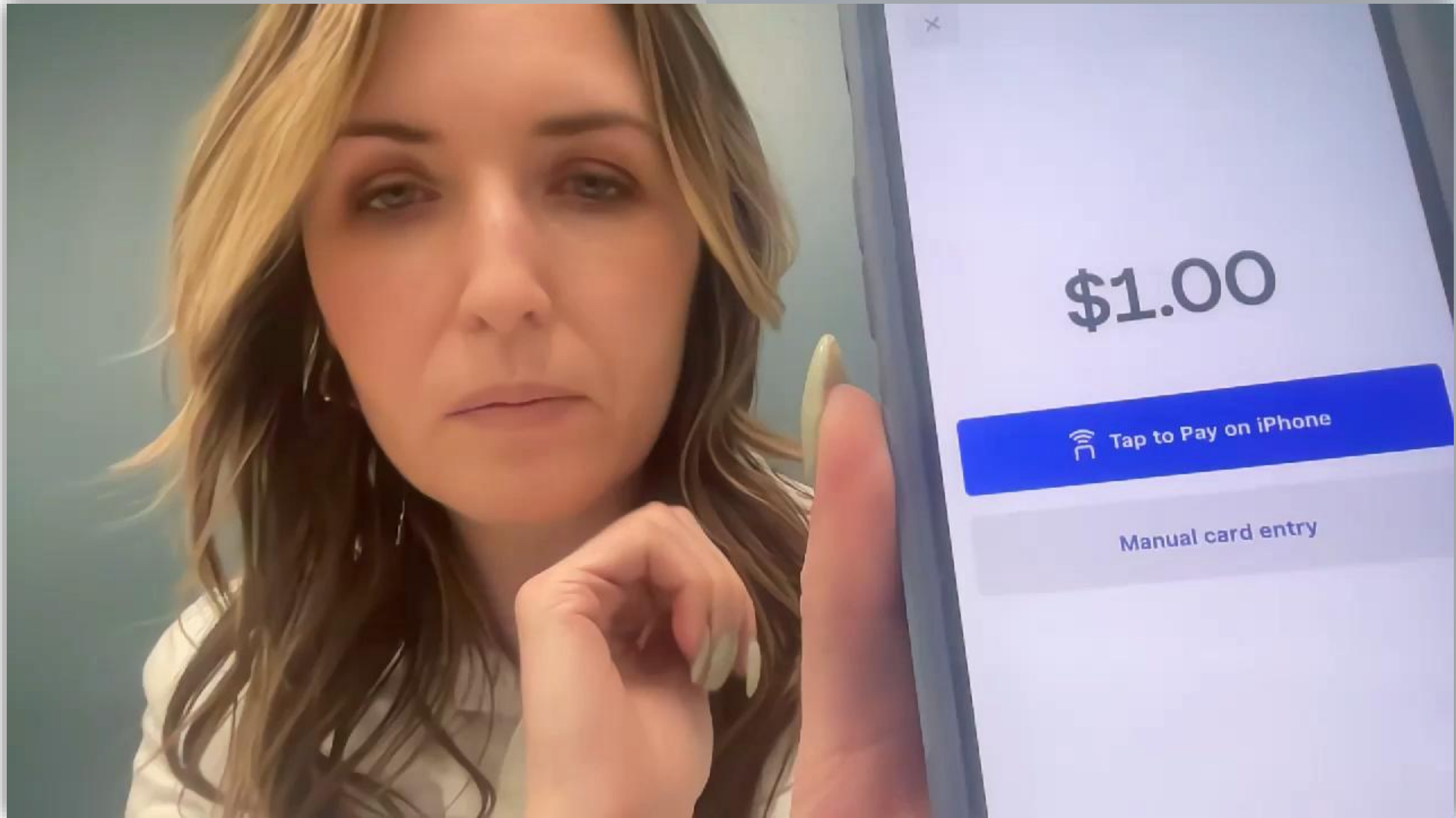
TE SCOUT APP

EASY CHECKOUT

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



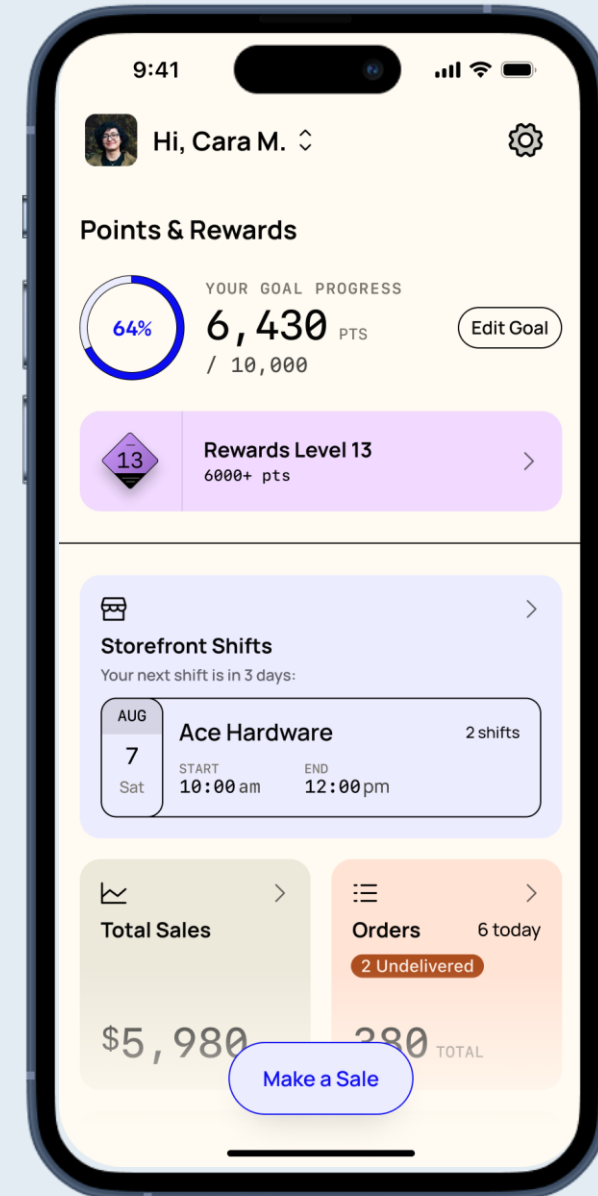
TRAIL'S END TECHNOLOGY
TAP TO PAY DEMO



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

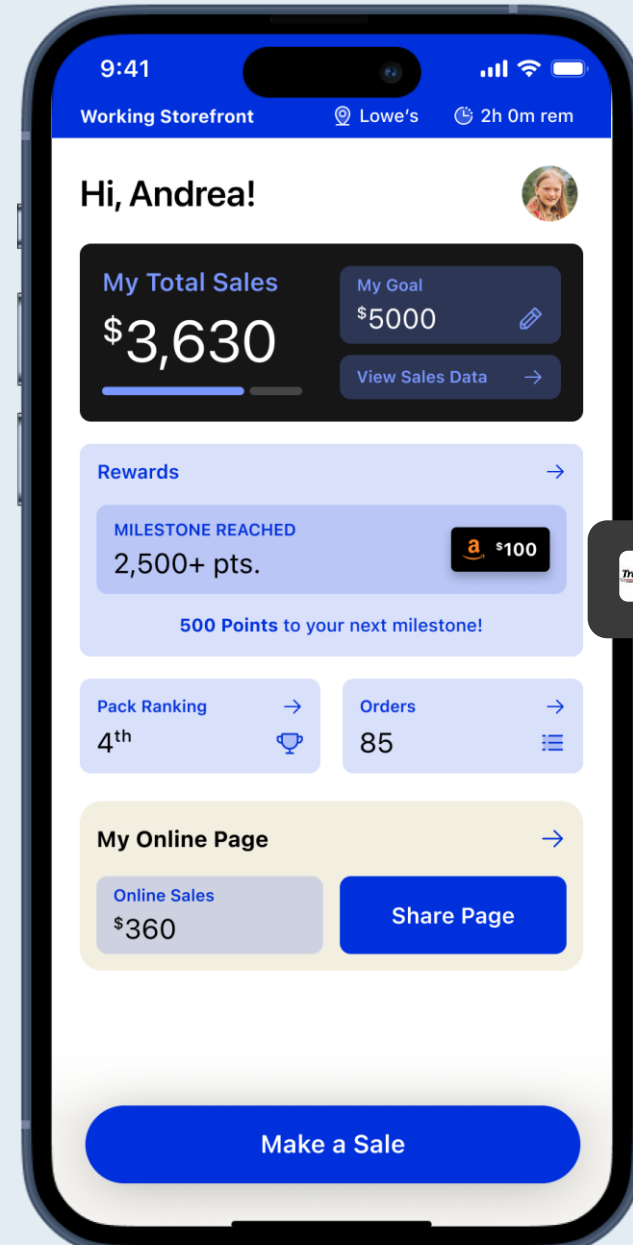
- ✓ Training provided as the Scout uses the app
- ✓ Scouts are prompted with the training they need when they need it



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.

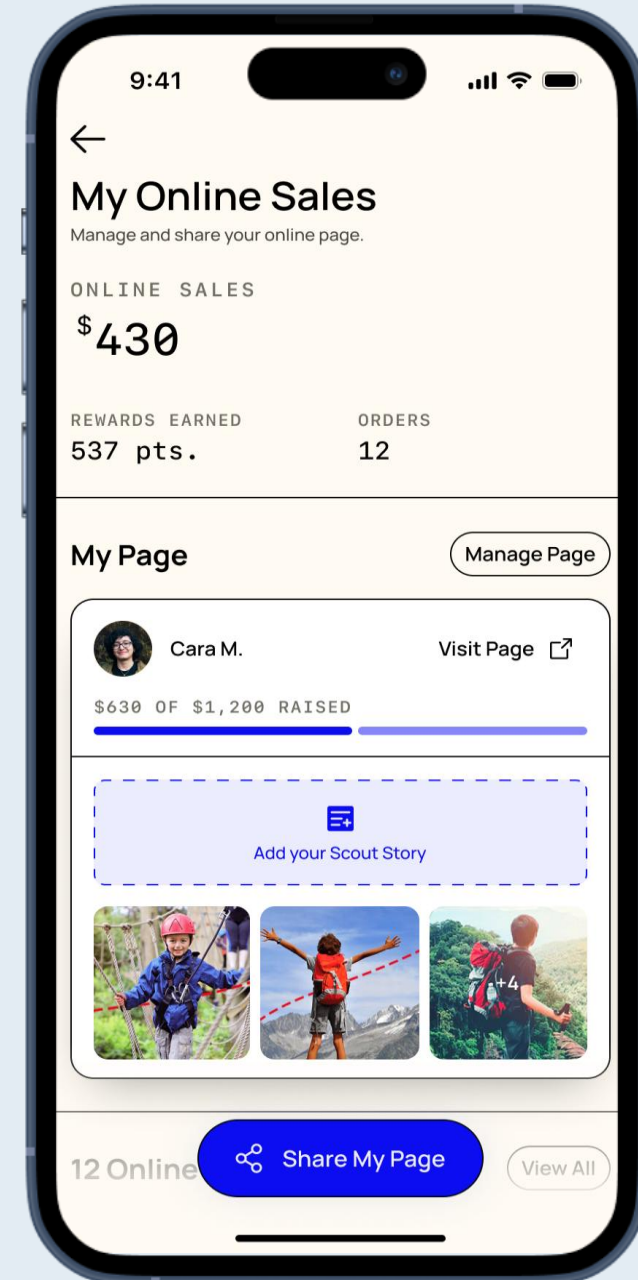


You have a reward available to claim!

TE Scout app

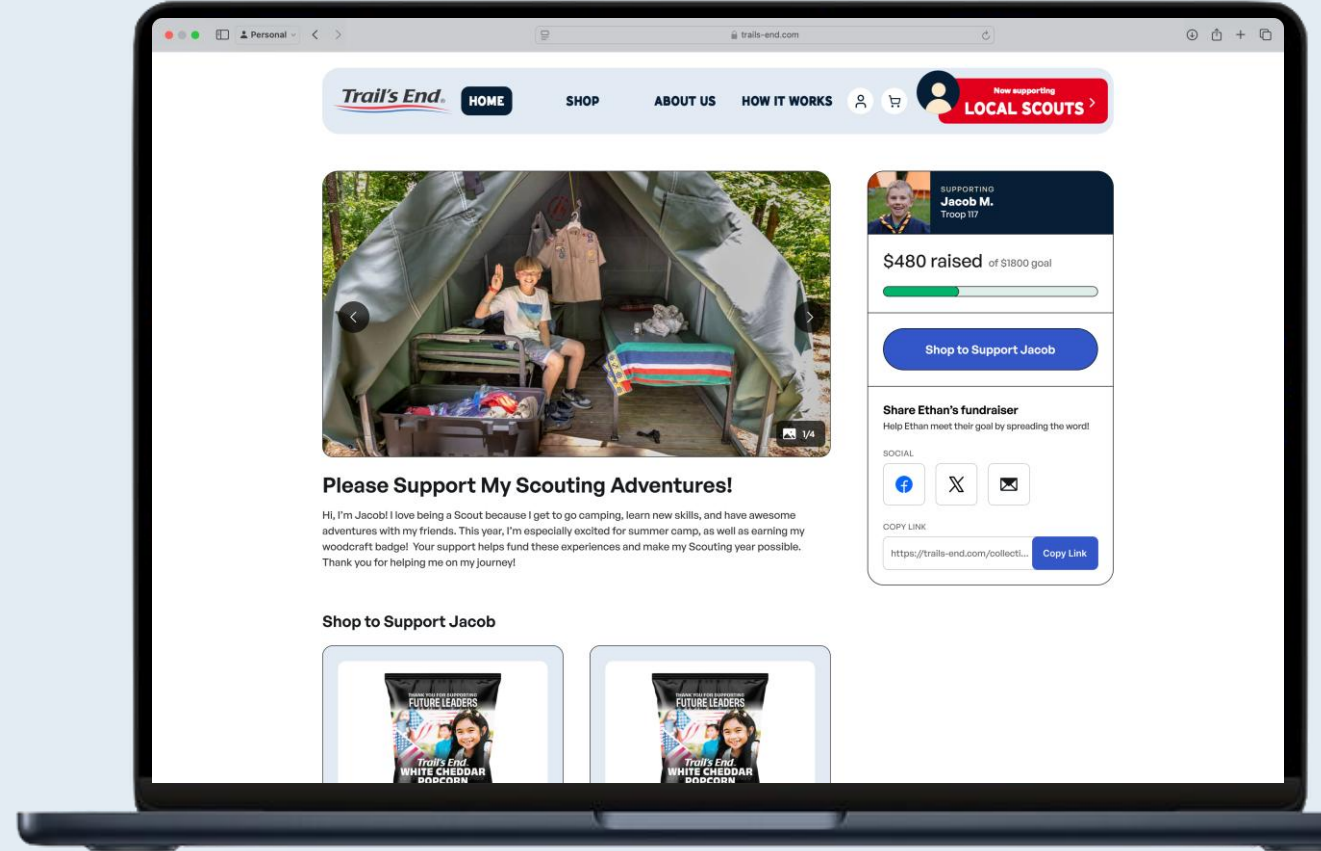
Online Sales

- ✓ Share is the primary action for Scouts
 - Past customers
 - Text
 - Email
 - Social
- ✓ Scouts are guided to personalize their page with new empty states 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

Trail's End®

2024 SALES

RESERVATIONS

July 22

\$10k+

4

July 23

All Units

2

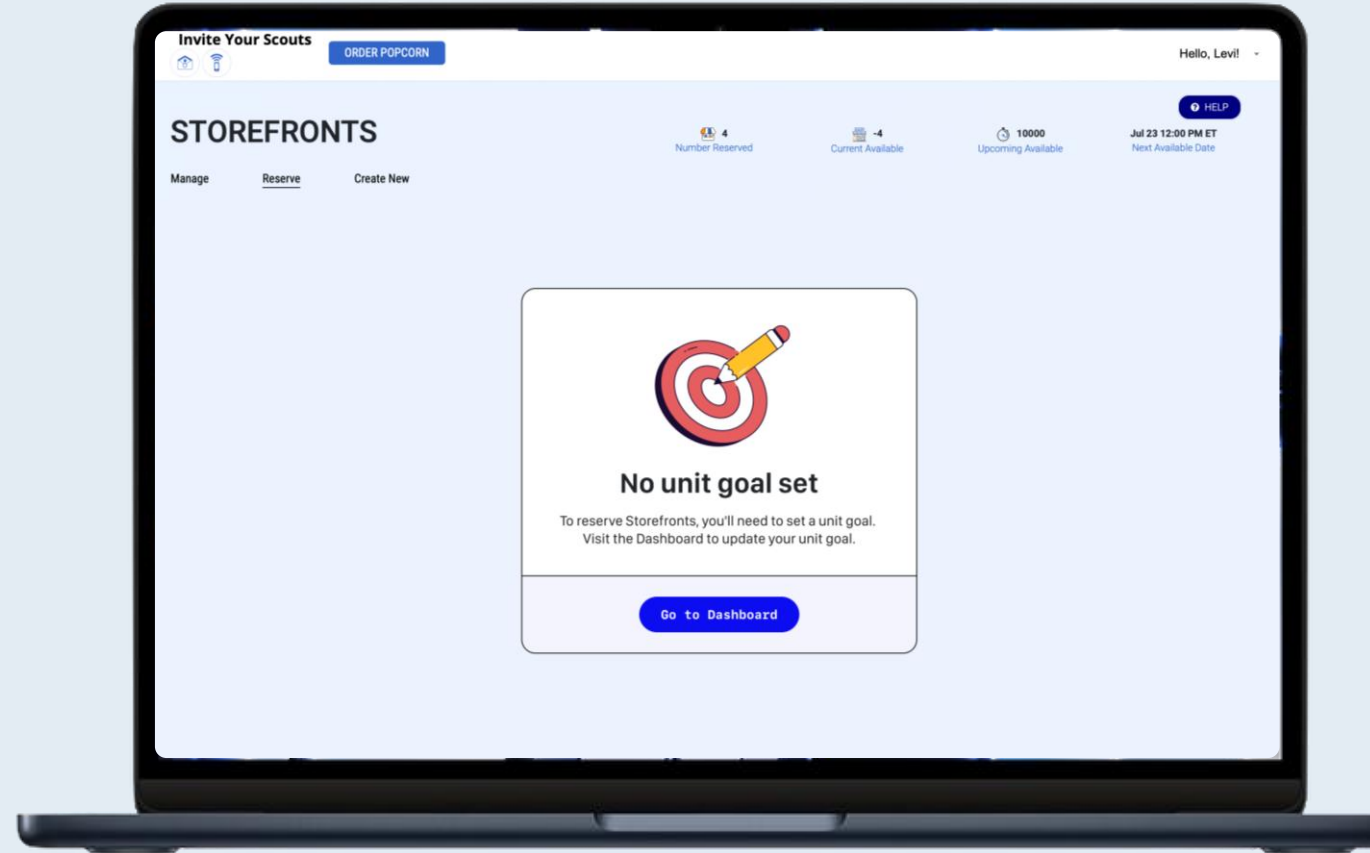
July 24

All Units

Unlimited

STOREFRONT EFFICIENCY

- ✓ Updated reservation time – 5 pm
- ✓ **Goal required to reserve storefronts**
(Enter your GOAL today!)
- ✓ Guidance on storefront hours needed to reach goal



2025 STOREFRONTS!

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All Stores will be in the Trails-end Reservation System!



**Every Saturday/Sunday
September 20th – November 9**



September 20th - December 14th

Monday-Friday 9:15a - 3p & 3p - 8:45p

Sat 9:15a - 8:45p

Sun 10:15a - 6:45p

Unscheduled dates will be removed by September 12th



Trail's End®

2025 STOREFRONTS™

- More opportunities for you to secure locations!
- Shifts with 0 Scouts for the upcoming weekend will be released on Thursday at 5:00 pm for everyone to claim.
- Auto-release on Thursdays at 5:00 pm 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!

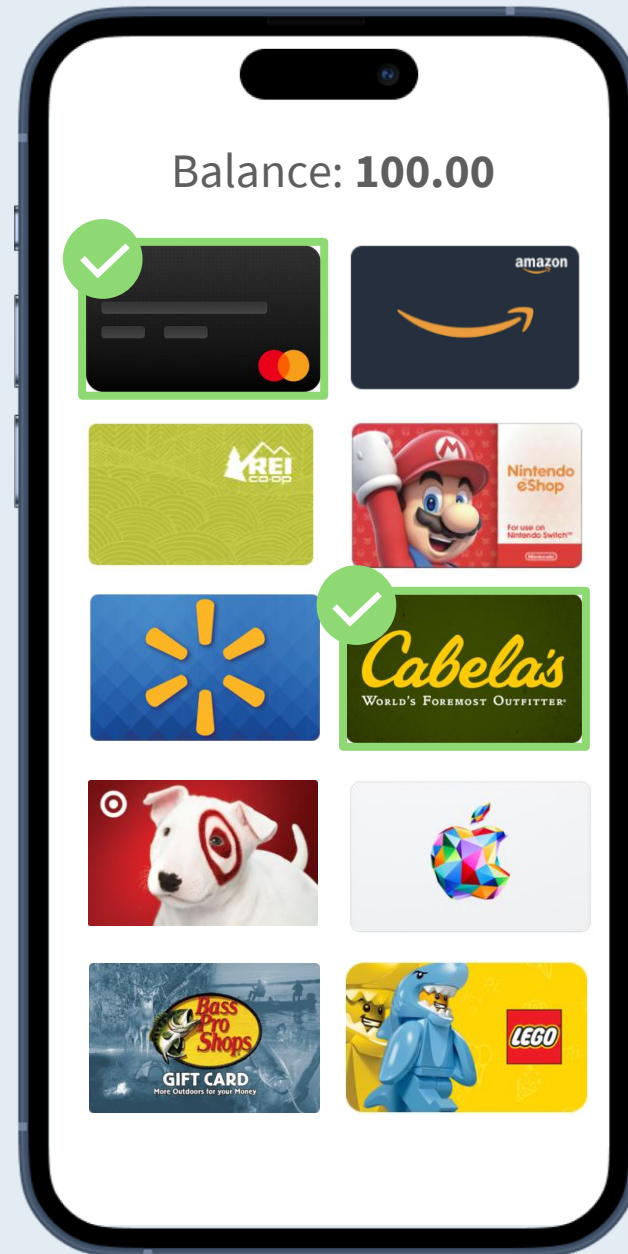
Trail's End®



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



BUTTER POPCORN

New

- Delicious and made with real butter
- 18 cups | 6oz

\$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

Trail's End[®]
Scout Fundraising

- 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!

Trail's End YouTube Channel

Trail's End[®]
Scout Fundraising

Subscribe to our Channel!



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!



LVAC 2025 Popcorn Theme

Trail's End®



LVAC 2025 Popcorn Theme

Trail's End®



2025 Popcorn Participation Patch

- All Scouts that are registered in the Trail's End System and sell a minimum of \$100 of popcorn will earn this patch

LVAC 2025 Popcorn Theme

Trail's End®



2025 Heroes & Helpers Patch

- All Scouts that collect and record a minimum of \$225 in donations will earn a special Superhero CSP.
- For every **4** Scouts that earn the patch, a leader will earn the patch as well.
- 100% of donations count towards Unit and scouts Total Sales, Reward Points, and Unit Commissions.

LVAC Incentives

Trail's End®

\$1,000 Power Cape League

Every Scout that sells \$1,000 of popcorn will earn join the \$1,000 Power Cape league and receive a 2025 popcorn superhero cape.



LVAC Incentives

Trail's End®

The \$3,000 Super Seller Squad



Movie Night – *More details to follow*

Zootopia 2: November 26 release

Avatar: Fira & Ash – December 19th release

Wolf Man – January 17th release

Captain America – Feb 14th release

LVAC Incentives



Top 50 Super Seller Society

Saturday, January 31, 2026

- Special Party for the Top 50 Scouts in sales for the 2025 fall popcorn sale.
- Food, fun and more.
- Spin the wheel for great prizes. Earn a spin for every \$3,000 in sales.



LVAC Incentives

Trail's End®

League of Legendary Sellers



All Scouts that sell and record over \$15,000 in popcorn, will receive a Championship Belt.



Commissions



Commission Structure	Description	%
Base	Standard Commission for every unit that sells popcorn	30%
Scouts Honor Bonus	Adhere to the Code of Conduct, follow all deadlines, attend kickoff/trainings, make all payments on time, turn-in all paperwork on-time, and sell more than 80% of total product checked-out from council and/or transferred from other units during the sale.	2%
15K Bonus	Sell a minimum of \$15,000 and sell more than 90% of total product checked-out from council and/or transferred to your unit from other units during the sale.	2%
\$1 More Bonus	Increase your sales over 2024 by \$1.	2%
Total		35%
Online Sales	Separate from regular sales commission. Only applies to Online Sales.	30%

Order & Delivery Dates

Trail's End®

- **1st Order: Early Bird Sale**
 - Unit Orders Due – Friday, July 25th
 - Distribution – Thursday, August 7th - BradyPLUS
- **2nd Order: Regular Sale**
 - Unit Orders Due – Monday, September 8th
 - Distribution – Friday, September 19th - BradyPLUS
- **3rd Order: Re-stock**
 - Unit Orders Due – Monday, October 13th
 - Distribution – Thursday, October 23rd – Council Office

Key Dates



- Tuesday, July 22nd Storefront reservations on Trails End \$10k Units - 4 Reservations - 5:00 pm PST
- Wednesday, July 23rd Storefront reservations on Trails End All Units - 2 Reservations - 5:00 PST
- Thursday, July 24th Storefront reservations on Trails End All Units - Unlimited - 5:00 PST
- Friday, July 25th Early Bird Popcorn Orders Due
- **Wednesday, August 6th** **Popcorn University**—new Kernel Training
- Thursday, August 7th Popcorn Early Bird Popcorn Pick Up at BradyPLUS
- Friday, August 8th Early Bird Popcorn Sales Begin
- August/Early September Conduct an exciting kick-off in your unit
- Monday, September 8th Popcorn Orders Due
- **Friday, September 12th** **Youth Kick-Off at Engelstad Scout Park**
- Friday, September 19th Popcorn Pick Up at BradyPLUS
- Monday, October 13th Mid Sale Popcorn Orders Due

Key Dates



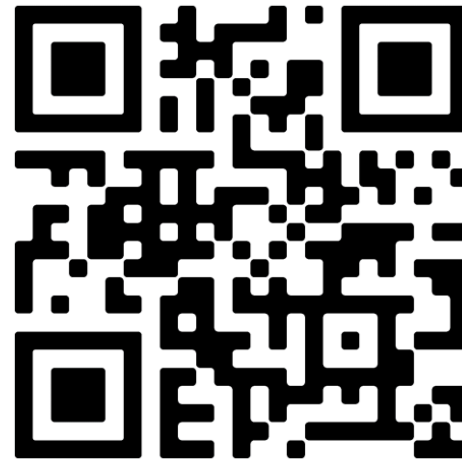
- Thursday, October 23th Popcorn Pick Up at Council Office
- Monday, November 17th
 - “Show & Sell” Returns
 - Banner Order Payment
 - “Take Order/Holiday” Online Order Deadline
 - Paperwork Due: \$3,000 Top Sellers Club Forms and Heroes & Helpers Patch Forms
- Wednesday, December 3rd “Holiday” Popcorn Pick-Up
- Sunday, December 14th Popcorn Sale ends. Final numbers used for Top 50 Big Spin Party, etc.
- Thursday, December 18th Final Payment Due
- TBD \$3,000 Club Party
- Saturday, January 31st Top 50 Big Spin Party

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

Josh Fisher

- Joshua.fisher@scouting.org
- 702 968-8127

Ambir Elliott

- Ambir.Elliott@scouting.org
- 702 968-8139

Trail's End[®]

Comments and Questions?



THANK YOU!!!

Trail's End[®]

