

*Trail's End*®



**GREATER LA  
SCOUTING**

# 2024 Top Sellers

## Top Ten Units (8,500 Units sold Nationally)

Rank	Unit	District	Total \$'s
1	Troop 378	Pacifica	\$81,064
2	Pack 862	Pacifica	\$54,686
3	Pack 408	San Gabriel Valley	\$44,357
4	Pack 919	Pio Pico	\$39,711
5	Pack 491	San Gabriel Valley	\$26,387
6	Pack 555	Pacifica	\$25,199
7	Pack 737	El Camino Real	\$20,309
8	Pack 490	San Gabriel Valley	\$17,789
9	Pack 357	Rose Bowl	\$13,136
10	Troop 411	San Gabriel Valley	\$12,346

### National Rankings:

Troop 378 - #31

Pack 862 - #102

Pack 408 - #188

# 2024 Top Sellers

## Top Ten Scouts (100,000 Scouts sold Nationally)

Rank	Scout	District	Unit	Total Sales
1	Gavin B	Pacifica	Pack 862	\$25,402
2	Grant S	Pacifica	Troop 378	\$13,111
3	Liam H	San Gabriel Valley	Troop 411	\$8,015
4	Connor H	Pacifica	Troop 378	\$7,051
5	Gavyn Y	Pacifica	Troop 378	\$6,150
6	James H	Pacifica	Troop 378	\$5,933
7	Axel J	Pio Pico	Pack 919	\$5,698
8	Benjamin H	Pio Pico	Pack 919	\$5,431
9	Landen H	San Gabriel Valley	Pack 491	\$5,100
10	Asher J	Pio Pico	Pack 919	\$4,830

### National Rankings:

Gavin B. - #12

Grant S. - #113

# 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

- Total Program Costs ÷ Unit Commission = 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



## 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**



# Scout Participation

- # of Scout with a Sale = 581 (out of 7,807 = 8%)
- Avg % of Scouts within selling Units = **45%**
- How do we increase participation within your Unit?

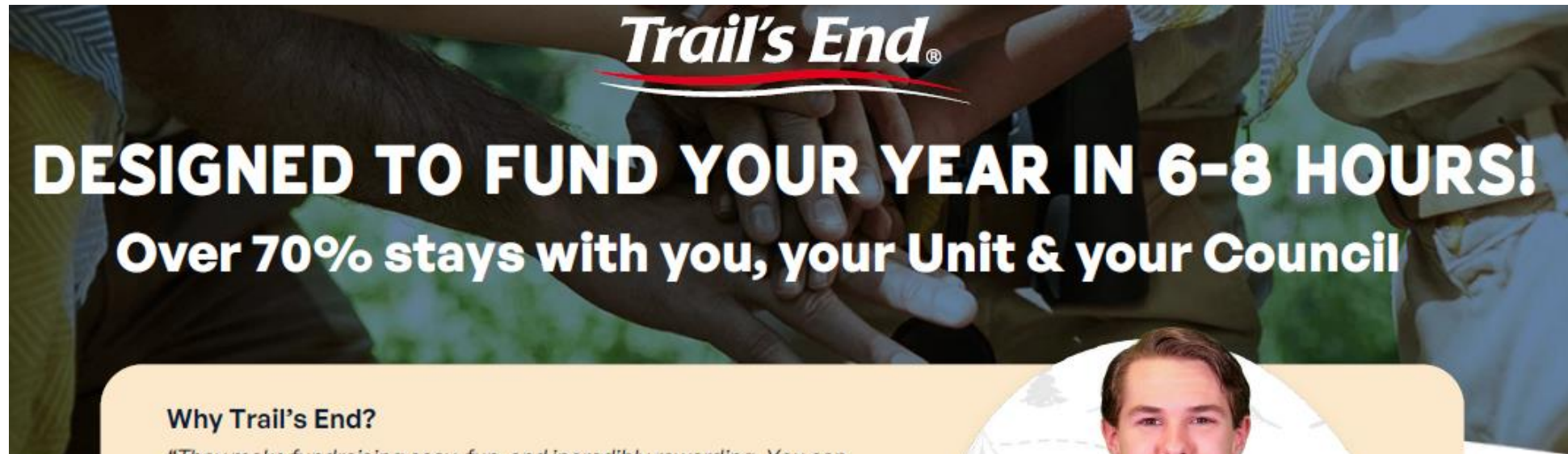
Some Resources that might help....

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

# Scout Participation

**Trail's End**<sup>®</sup>  
Scout Fundraising

## Non-Selling Scout FLYER



**Trail's End**<sup>®</sup>

**DESIGNED TO FUND YOUR YEAR IN 6-8 HOURS!**

**Over 70% stays with you, your Unit & your Council**

### 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

## 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

## Non-Selling Scout Social Posts

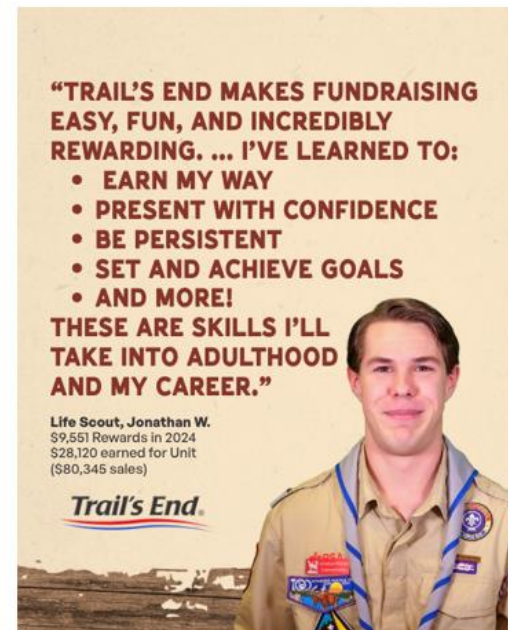
### Facebook Post 1

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

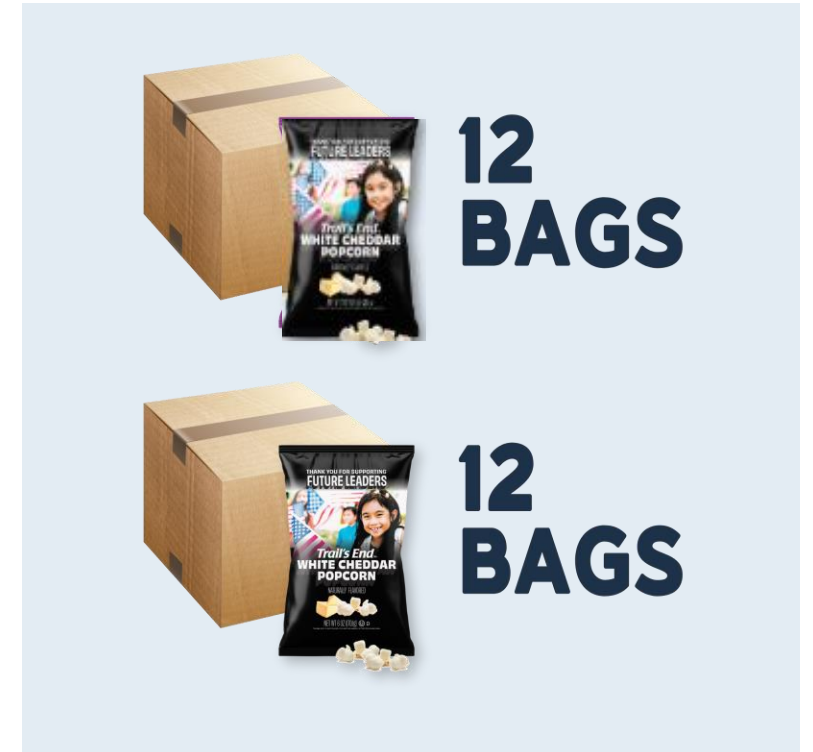
- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



# 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 Estela Chicas
  - Phone: (323) 456-9741
  - Email: [Estela.Chicas@scouting.org](mailto:Estela.Chicas@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

The screenshot displays the 'Trail's End' TE Leader Portal. The top navigation bar includes 'INVITE SCOUTS' and 'ORDER POPCORN' buttons, and a user greeting 'Hello, Unit Leader'. The main content area is titled 'STOREFRONTS' and shows a summary of 340 reservations, sorted by Recommended. A sidebar on the left provides navigation options: Dashboard, Unit Info, Training, Storefront Management, Storefront Reservations, Popcorn, Popcorn Orders and Returns, Transfers, Rewards, and Acct. Summary. The main table lists storefront reservations with columns for Storefront Name, Address, District, Date, Day, and Time. Each row includes a 'Reserve' button.

Storefront Name	Address	District	Date	Day	Time		
TOP STOREFRONT	ACME Markets	4236 Harbor Beach Blvd Brigantine, NJ, 08203	Southern Shore	Aug 24	Sat	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	4236 Harbor Beach Blvd Brigantine, NJ, 08203	Southern Shore	Aug 25	Sun	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	4236 Harbor Beach Blvd Brigantine, NJ, 08203	Southern Shore	Sep 1	Sun	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	4236 Harbor Beach Blvd Brigantine, NJ, 08203	Southern Shore	Aug 24	Sat	2PM - 6PM	Reserve
TOP STOREFRONT	ACME Markets	4236 Harbor Beach Blvd Brigantine, NJ, 08203	Southern Shore	Aug 25	Sun	2PM - 6PM	Reserve
TOP STOREFRONT	ACME Markets	4236 Harbor Beach Blvd Brigantine, NJ, 08203	Southern Shore	Sep 1	Sun	2PM - 6PM	Reserve
RECOMMENDED	Lowe's Home Improvement	520 NJ-70 Brick Township, NJ, 08723	Northern Lights	Aug 9	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	520 NJ-70 Brick Township, NJ, 08723	Northern Lights	Aug 16	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	520 NJ-70 Brick Township, NJ, 08723	Northern Lights	Aug 23	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	520 NJ-70 Brick Township, NJ, 08723	Northern Lights	Aug 30	Fri	4PM - 8PM	Reserve

# 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](#)

- 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](#)

The screenshot shows the Scout Leader Dashboard with several in-app guides overlaid. The dashboard includes sections for Goal Progress, Total Sales, Storefront Shifts Claimed, and Average Sales per Scout. The in-app guides include:

- SET A GOAL!**: A guide with a trophy icon and a "\$0" target, prompting the user to set a goal.
- Let's dream big!**: A guide with a star icon, explaining that storefront reservations depend on sales goals and suggesting adjustments.
- My Fundraiser Checklist**: A checklist with a 33% progress bar and three items: "Set your unit's fundraising goal", "Complete your Storefronts™ Settings", and "Invite your Scouts" (which is checked).

## My Fundraiser Checklist

Use this checklist to get ready for your popcorn fundraiser!

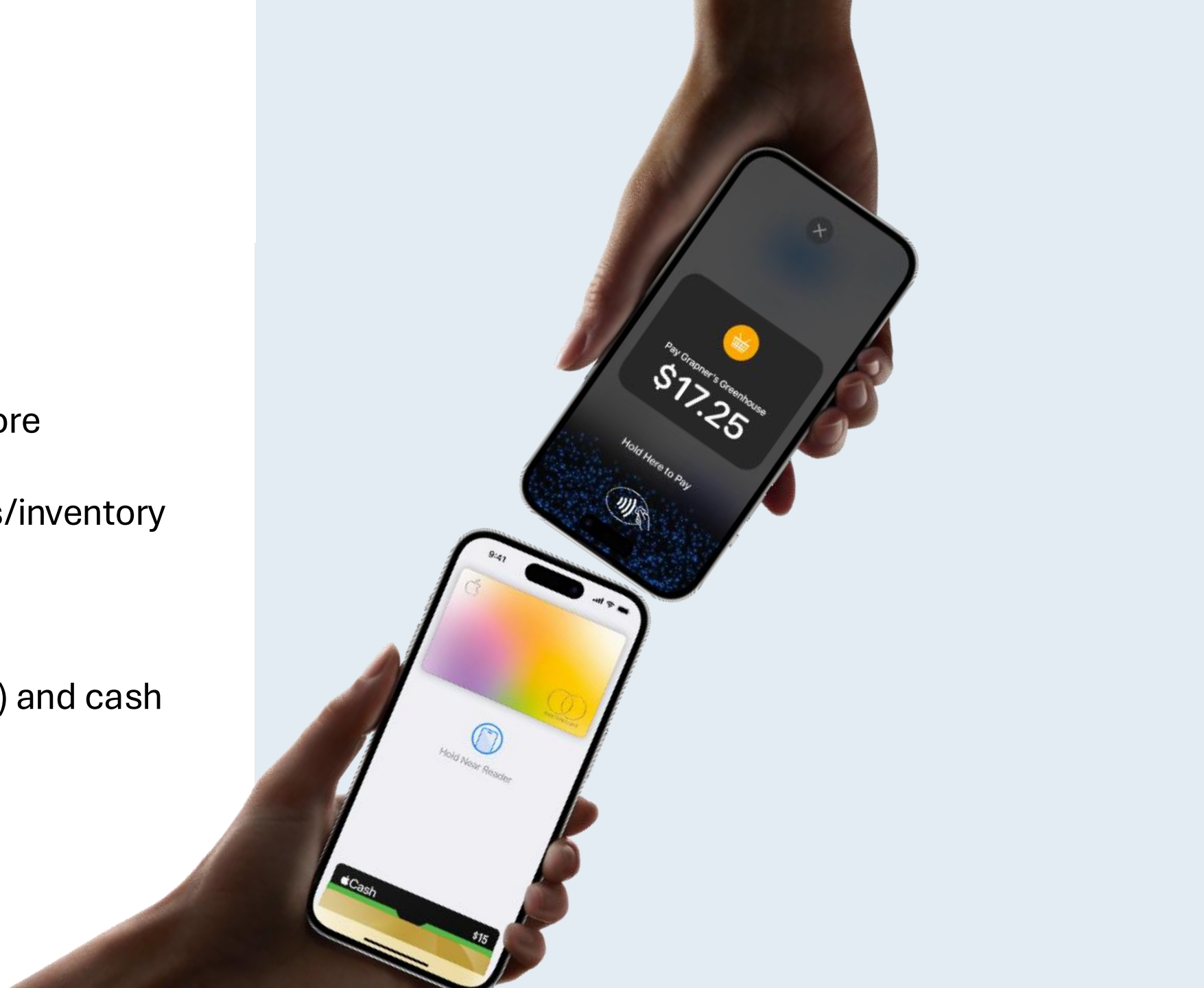
33%

- 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*<sup>®</sup>

## 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



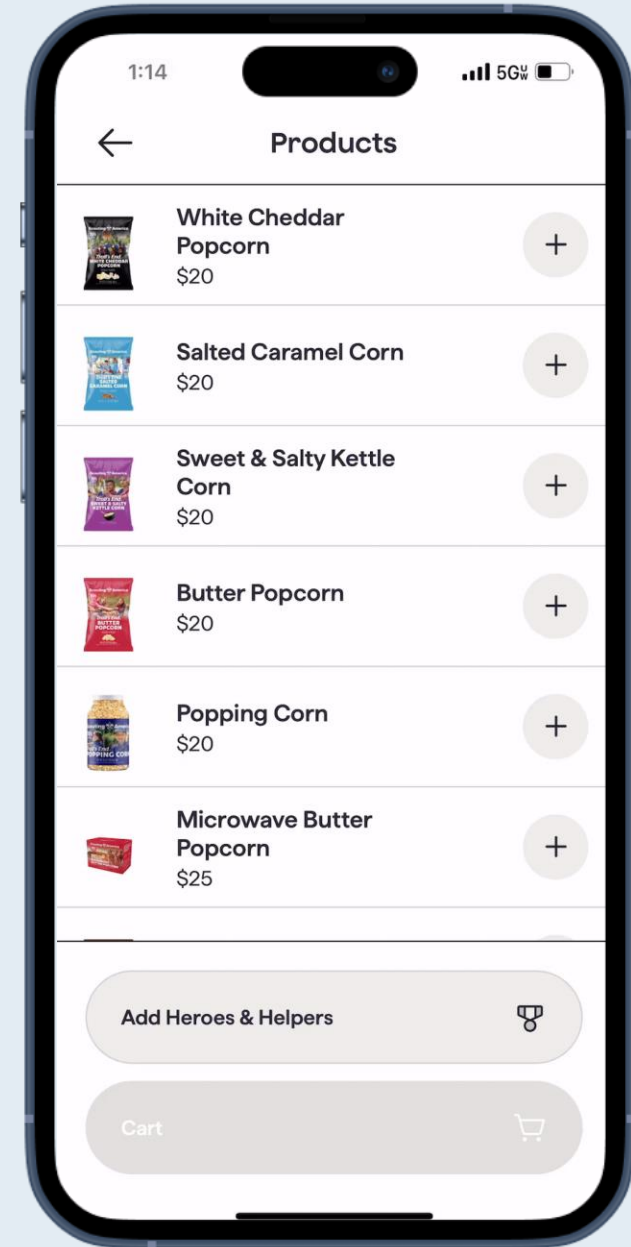
# TE SCOUT APP EASY CHECKOUT

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

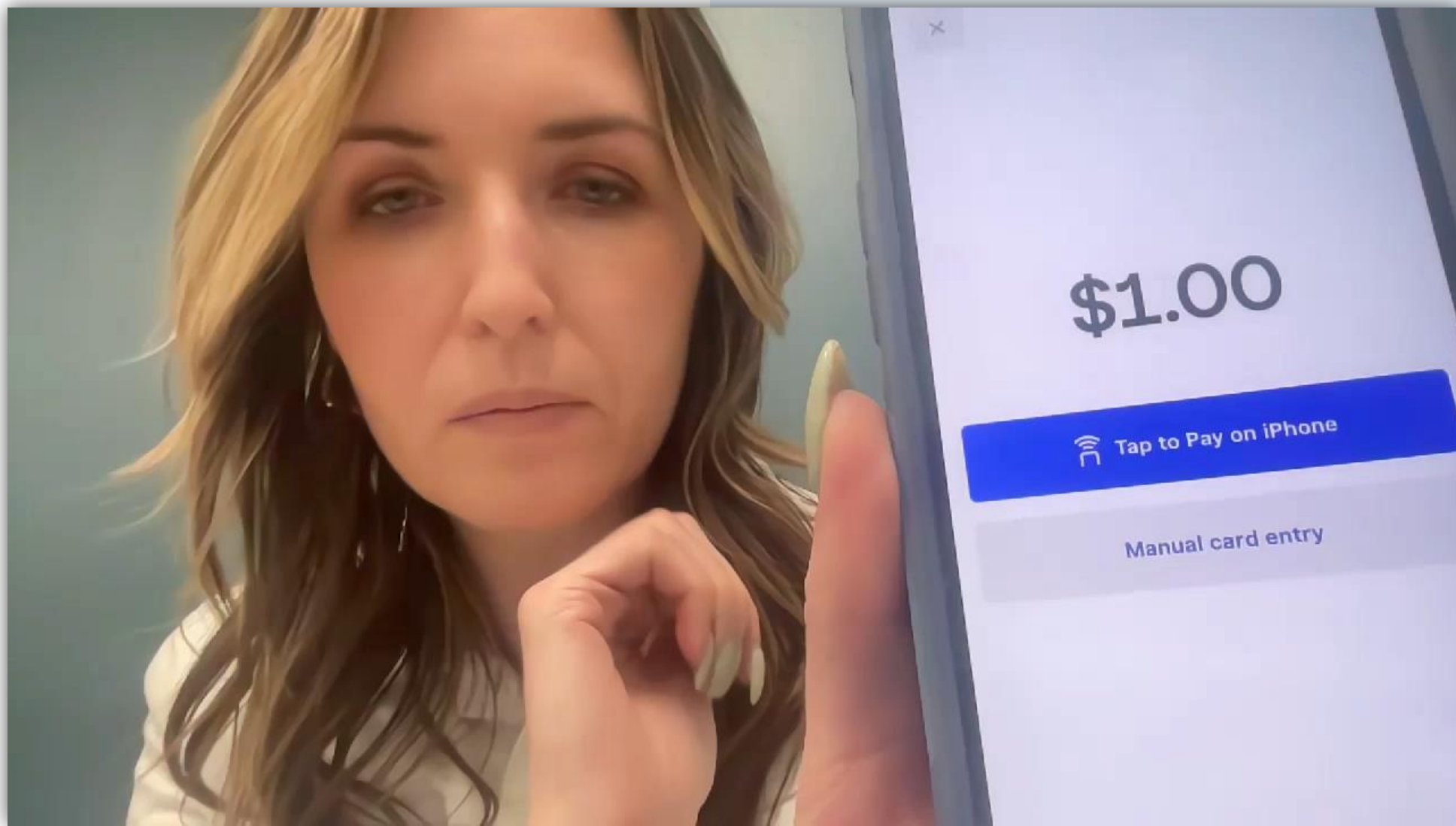
## Tap to Pay Compatibility

**Android** - S10 or newer is compatible

**Apple** - iPhone XR or newer is compatible



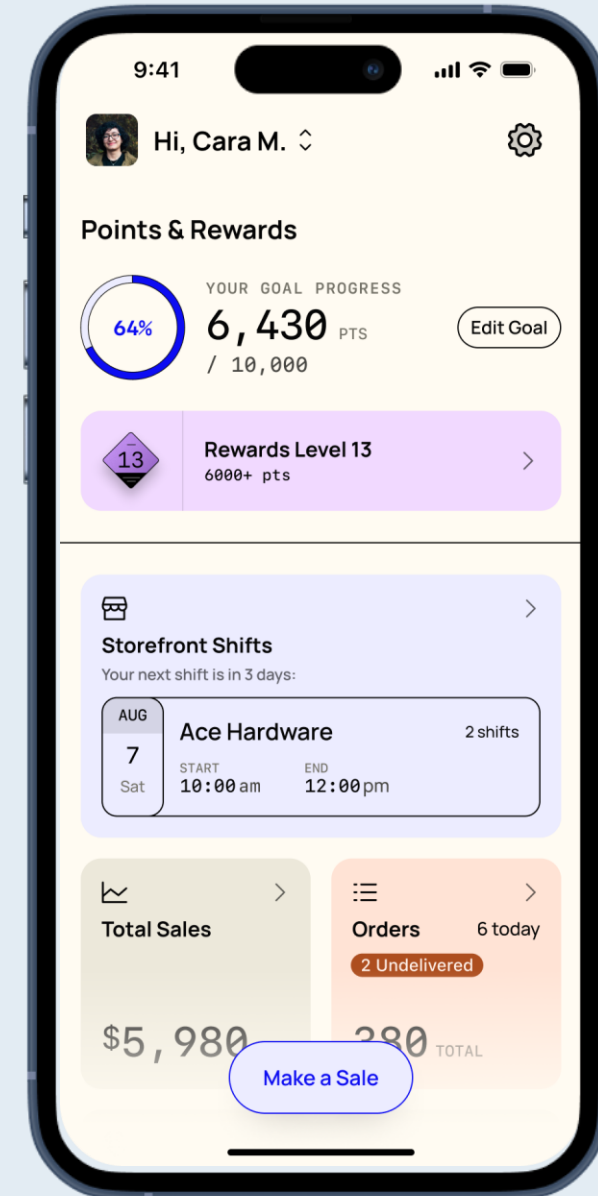
TRAIL'S END TECHNOLOGY  
**TAP TO PAY DEMO**



# TE Scout app DASHBOARD

✓ Single screen for all key actions:

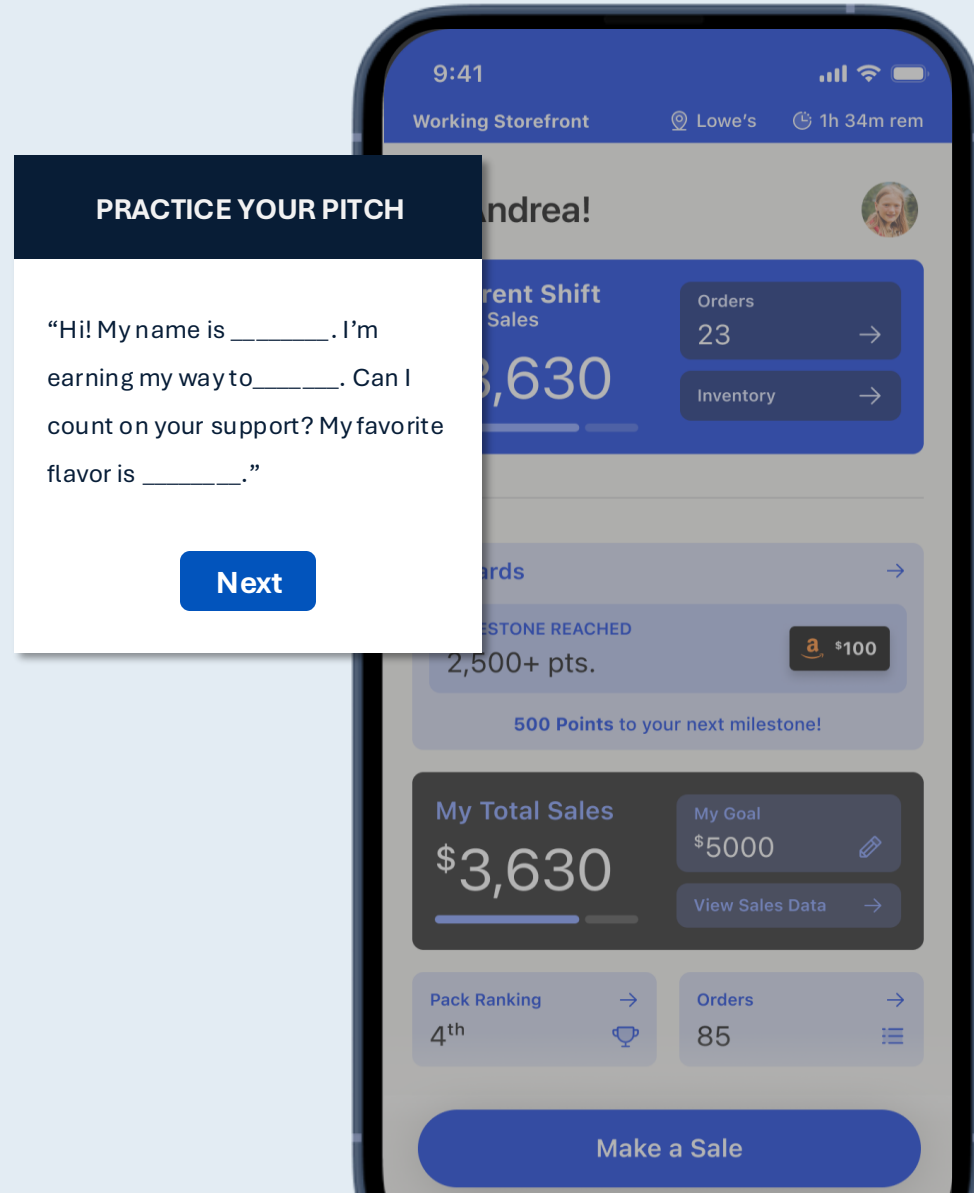
- Make a sale
- Goal and rewards
- Cash to Credit
- Storefronts
- Sales data
- Orders
- Online sales
- Training



# IN-APP GUIDES

## TE Scout app Training

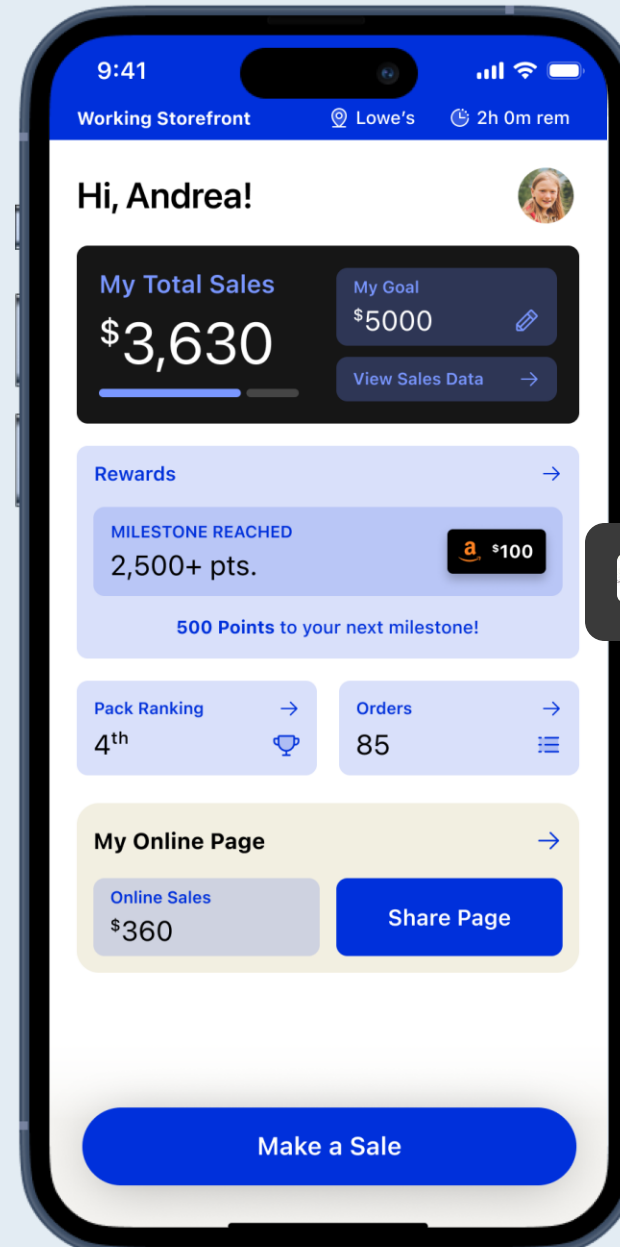
- ✓ Training provided as the Scout uses the app
- ✓ Scouts are prompted with the training they need when they need it





# IN-APP GUIDES


## TE Scout app Notifications and Sale Updates

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



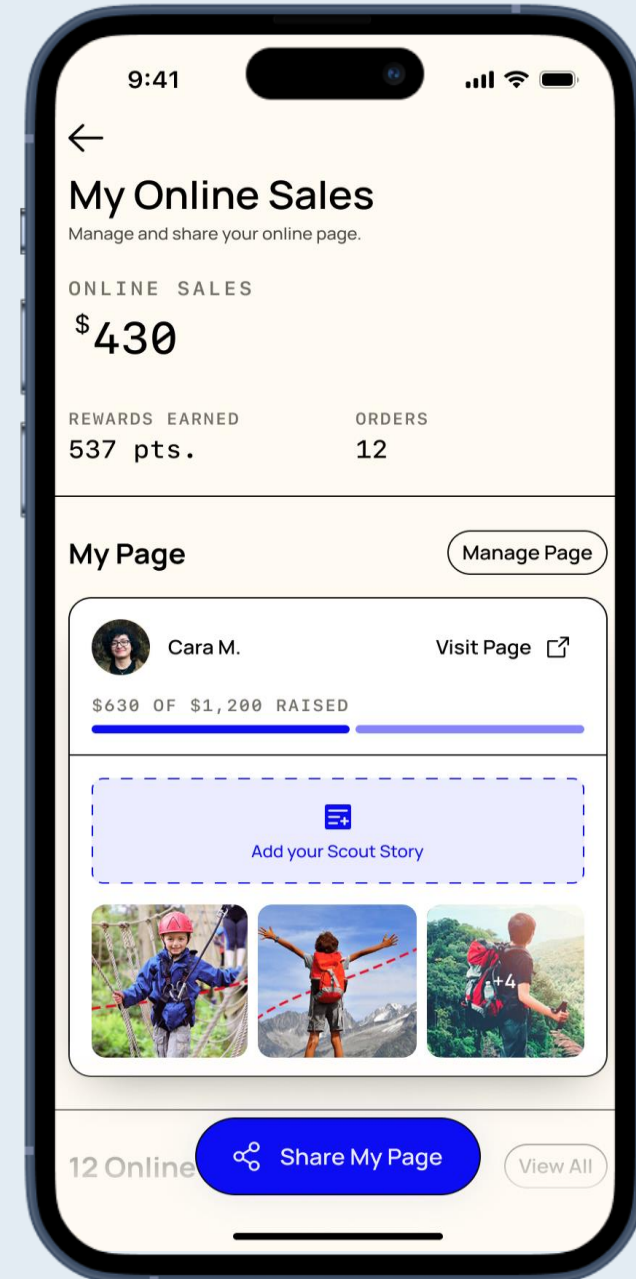
 New storefront shifts now available for sign-up.

 Your storefront shift is starting in one hour.

 You have a reward available to claim!

# TE Scout app Online Sales

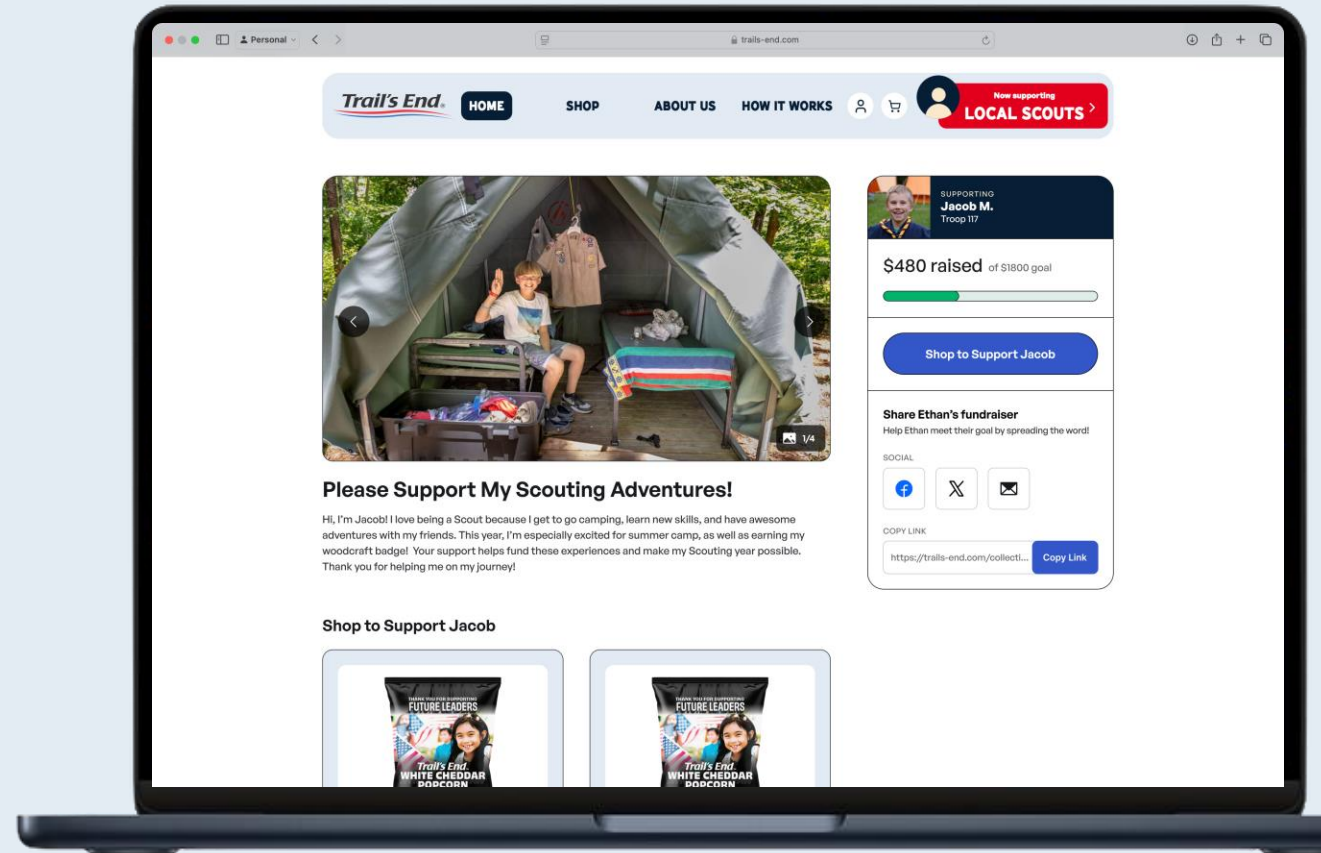
- ✓ Share is the primary action for Scouts
  - Past customers
  - Text
  - Email
  - Social
- ✓ Scouts are guided to personalize their page with new empty states to help them get started



# 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*<sup>®</sup>

## 2024 SALES

## RESERVATIONS

July 22

\$10k+

4

July 23

All Units

2

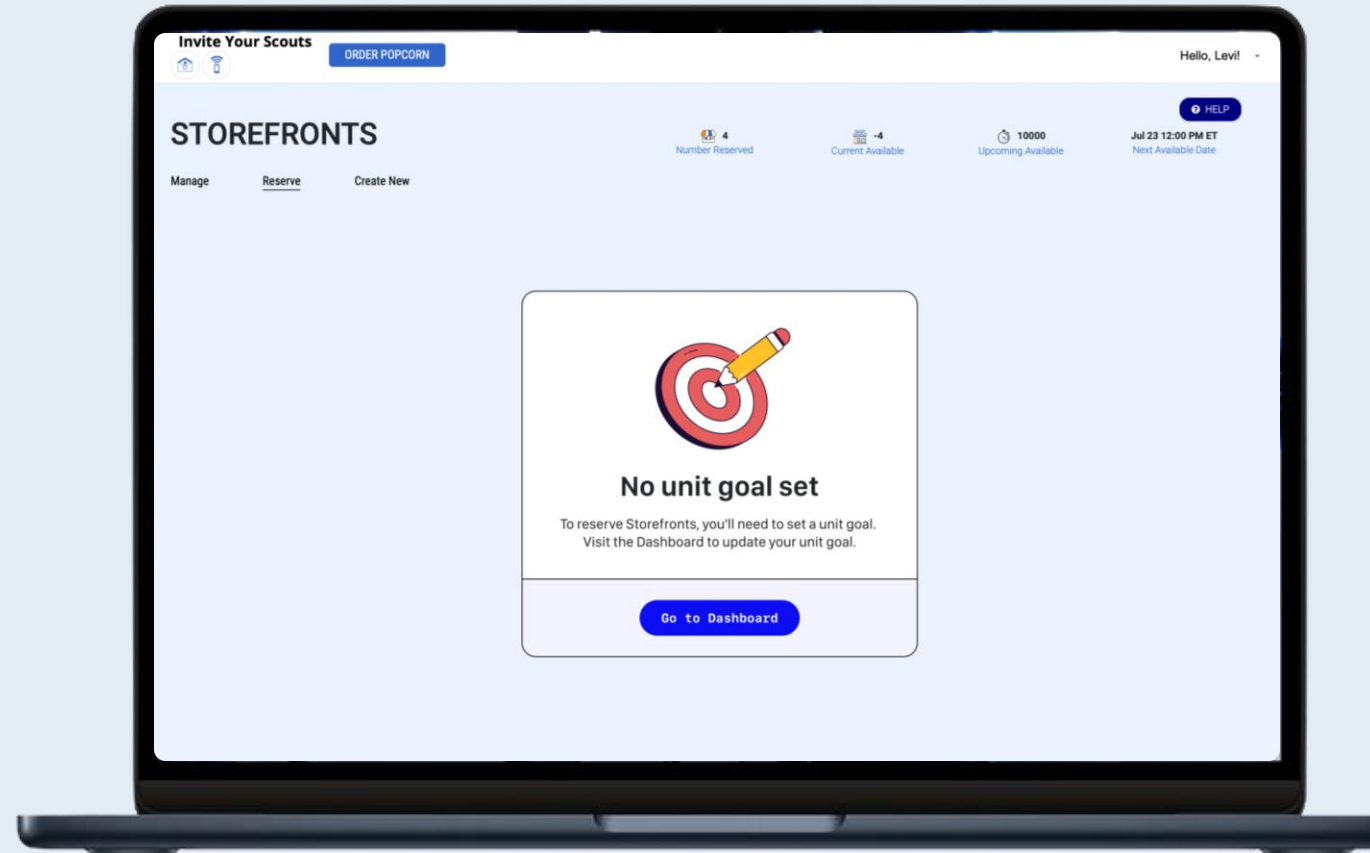
July 24

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





*Trail's End*<sup>®</sup>

## **2025 STOREFRONTS™**

- More opportunities for you to secure locations!
- Shifts with 0 Scouts for the upcoming weekend will be released on Thursday at 5 pm for everyone to claim.
- Auto-release on Thursdays at 5 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*<sup>®</sup>

## The Power of One Scout per Shift

**Opportunity:** 65% of hours are NOT one Scout

Which one generates more sales per hour?

2 Scouts on  
1 shift  
\$200

Or

2 Scouts on  
solo shifts

$\$158/\text{hr} \times 2 = \$316$

**Solution:** More one Scout shifts

# 2025 TE REWARDS!

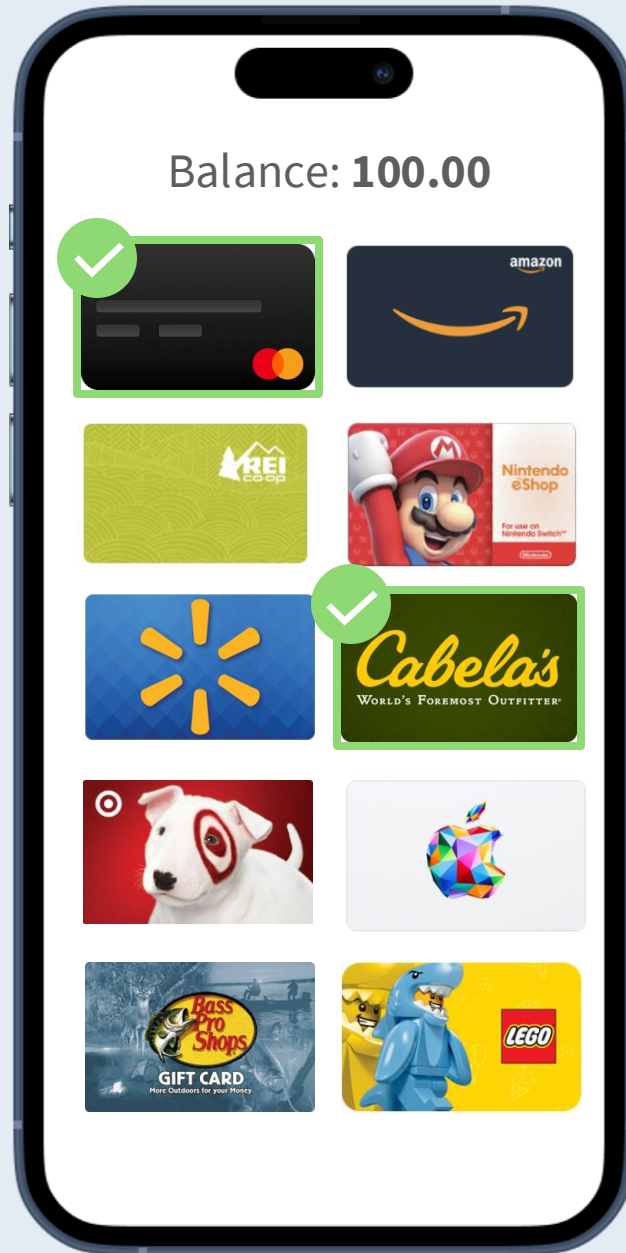
*Trail's End*®



# 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!

\$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

SIMPLIFIES SALE FOR  
SCOUTS, LEADERS,  
AND CONSUMERS!

\$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 10<sup>th</sup>  
Scout Trainings begin Aug 7<sup>th</sup>

# Sign up TODAY!



REGISTER TODAY!

*Trail's End*<sup>®</sup>

**Register for the 2025 Sale!**



# Commissions

*Trail's End*<sup>®</sup>

**35%**

**(All Sale Methods)**

**Easy to understand  
&  
Easy to communicate!**

# 2024 GLAS \$1,500 Top Seller Event



# Key Dates

*Trail's End*<sup>®</sup>

**Saturday June 21<sup>st</sup> – Council Kickoff**

**Tuesday / Wednesday / Thursday July 22<sup>nd</sup>, 23<sup>rd</sup>, 24<sup>th</sup> – Storefronts Claiming.**

**Monday July 28<sup>th</sup> – 1st Order Due**

**Thursday / Friday Aug 14<sup>th</sup> & 15<sup>th</sup> – Order #1 Distribution**

**Monday Sept 1<sup>st</sup> – 2<sup>nd</sup> Order Due**

**Thursday / Friday Sept 11<sup>th</sup> & 12<sup>th</sup> – Order #2 Distribution**

**Monday Sept 29<sup>th</sup> – 3<sup>rd</sup> Order Due**

**Thursday / Friday 9<sup>th</sup> & 10<sup>th</sup> – Order #3 Distribution**

**Monday Oct 20<sup>th</sup> – Final Order Due**

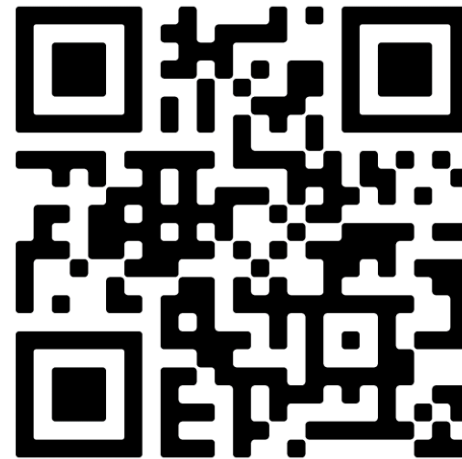
**Thursday / Friday Nov 6<sup>th</sup> & 7<sup>th</sup> – Final Order Distribution**

**Saturday Dec 13<sup>th</sup> – Top Seller Event!**

# Support

## 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

Estela Chicas

- [Estela.Chicas@scouting.org](mailto:Estela.Chicas@scouting.org)
- (323) 456-9741

Alfredo Chavez

- [Alfredo.Chavez@scouting.org](mailto:Alfredo.Chavez@scouting.org)
- (408) 908-9720

Breanna Espinoza

- [Breanna.Espinoza@scouting.org](mailto:Breanna.Espinoza@scouting.org)
- (213) 819-2172

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**GREATER LA  
SCOUTING**

**THANK YOU!**

**Comments and Questions?**