



2026 POPCORN KERNEL GUIDEBOOK

GREATER LOS ANGELES AREA COUNCIL

Key Contacts

- Staff Advisor - Estela Chicas 213-989-2120 estela.chicas@scouting.org
- Staff Advisor - Breanna Espinoza 213-819-2172 Breanna.Espinoza@scouting.org
- San Gabriel Valley District Popcorn Kernel – Clark Mason 626-825-4093
jclarkmason@hotmail.com

Incentives

In addition to Trail's End Rewards for scouts, GLAAC is offering a bonus incentive: Scouts that sell \$1,600+ will receive a bonus \$50 Amazon gift card at the end of the sale. GLAAC will also be hosting a Top Seller Party on Saturday 12/12/26 for scouts that sell \$1,500+.

Unit Popcorn Kickoff Contest

Historically units that hold a unit fundraiser kickoff perform better. GLAAC encourages every unit participating in the popcorn fundraiser to host a unit kickoff. Therefore GLAAC is sponsoring a contest for the best GLAAC Unit Popcorn Kickoff. The unit that wins will receive a \$100 discount on their recharter dues. Units can enter the contest by hosting a unit popcorn kickoff before Monday 8/31/26 and emailing a collage of pictures from their kickoff to Estela Chicas by Wednesday 9/2/26. GLAAC will select one unit as the winner.

Popcorn Returns

GLAAC is allowing returns of popcorn in saleable condition of up to 10% of your initial order if returned by 9/15/26.

Unit-to-Unit Transfers

Units can transfer inventory to or from other units if they need more, less or a different type. The unit just needs to arrange with the other unit and make the trader, then transferring the inventory in the leader portal. Unit-to-unit transfers allow inventory to move between units within the system.

- Transfers must be **initiated by the giving unit** and **approved by the receiving unit**.
- Transfers can be initiated from orders that are both approved and have a delivery date in the past.
- Transfers are managed entirely within the system.

Unit-to-Unit Transfer Steps

Giving Unit (Initiates the Transfer)

1. Log in to the Leader Portal
2. Go to the **Orders** page
3. Click on the order that you will be transferring the product from.
4. Click **Initiate Unit Transfer** in the top right
5. Input the receiving unit
6. Add the Qty to transfer of each item
7. Click **Submit Transfer**

Receiving Unit (Approves or Rejects the Transfer)

1. The primary contact will receive an email notification
2. Log in to the Leader Portal
3. Go to the **Orders** page
4. Click View Transfers
5. Review the pending transfer
6. Click **Approve** or **Reject**

Once approved:

- Inventory adjustments are applied to both units
- Changes appear on the **invoice statement**

Important Notes:

- Only **approved unit orders** that have been delivered to Council can be transferred
- The transfer does **not** affect either unit's invoice until approved by the receiving unit
- The giving unit can cancel the transfer before approval by clicking **Cancel**
- Transfers can only be done within the same Council

Popcorn Ordering & Distribution

Orders are due based on the key dates on the last page of this guide. Orders must be placed in the leader portal. Distribution will be at Daylight Transport, 3200 Hooper Avenue, Los Angeles, CA 90011. Orders over \$25,000 can receive free delivery. Information on how to place orders can be found here:

<https://support.trails-end.com/en/articles/13380422-placing-unit-orders>

For order pick up, GLAAC recommends the following car sizes:

20 cases or less - mid-size car with no car seats or passengers

40-60 cases – mini-van or SUV with no car seats or passengers

60+ cases – full sized truck

Getting Popcorn Between Orders

The best way to get additional popcorn between orders is to coordinate with units near you that may have ordered too much. GLAAC encourages you to know the other popcorn kernels in your district. In prior years, GLAAC has ordered a small supply of popcorn so that if units need more popcorn between orders, there may be popcorn available at Cushman Watts. This year to help units get additional popcorn, GLAAC will be ordering a supply of popcorn that will be available at Cushman Watts and with a unit in Glendora. So if units are running low, please contact Estela Chicas and Clark Mason to see what is available and how to get it for your unit.

Greater LA Scouting 2026 Popcorn Key Dates

- **August 1st – 2026 Popcorn Kick Off!**
- **August 3rd – Show N Sell Order #1 Due**
- **August 13th & 14th – Show N Sell Distribution #1**
- **August 31st – Show N Sell Order #2 Due**
- **September 10th & 11th – Show N Sell Distribution # 2**
- **September 15th – FINAL DATE TO CONFIRM RETURNS**
- **September 28th – Show N Sell #3 Due**
- **October 8th & 9th – Show N Sell Distribution #3**
- **October 26th – Unit Take Orders Due**
- **November 5th & 6th – Final Take Order Distribution**
- **December 12th – \$1,500+ Top Sellers Party**

Trail's End®

2026 NEW UNIT PRODUCT PROMOTION

NO RISK! NO UPFRONT COST!
\$480 OF FREE POPCORN FOR NEW UNITS
STOREFRONTS RESERVED FOR YOU

Who qualifies:

Units that did not sell in any popcorn fundraiser traditionally (Storefront or wagon) in 2025

What do new Units get:

100% commission on one case of White Cheddar and one case of Sea Salt (\$480 retail)

What's required:

(1) Minimum two 2-hour storefront shifts (4 hours total), (2) two cases must be sold by 10/31, and (3) record all sales in the Trail's End App

When will credits be issued:

No later than 11/13/2026



“We got our free popcorn and I couldn’t believe how quickly we sold it. We ended up **making \$27,593 in our first year.....our best fundraiser ever!**”

Madhavi Koritala, Troop 2605
Unit earned \$27,593 (\$70,832 sales)
Scouts earned avg \$788 (\$2,023 sales)



**VIEW
PROMOTIONAL
DETAILS**



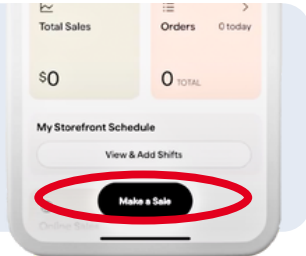
**DON'T MISS OUT!
REGISTER TODAY!**

Questions? Contact us at support.trails-end.com

This guide will provide step-by-step instructions for scouts and parents to successfully take a payment on the Trail's End app on their mobile device with Tap to Pay.

Step 1

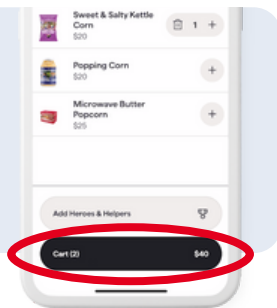
Tap **'Make a Sale'** from the app dashboard



Step 2

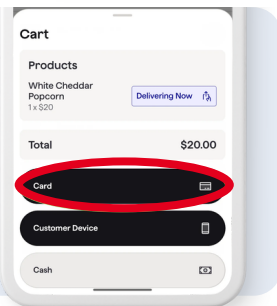
Add products to the cart.

Tap **'Cart'** to complete checkout.



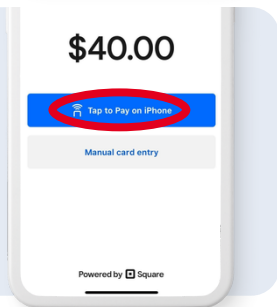
Step 3

Tap **'Card'** to take payment with Tap to Pay.



Step 4

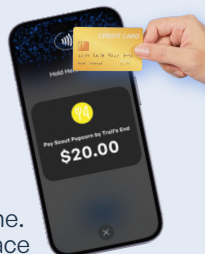
Tap the **'Tap to Pay on iPhone'** button.



Step 5

Have the customer hold their payment method near the top of the iPhone.

- For credit cards, have them hold the card horizontally over the contactless symbol on the iPhone.
- For digital wallets, have them place their device over the contactless symbol on the iPhone.



TIPS

Best Practices for using Tap to Pay on an iPhone

- If your phone case has a holder for physical cards, remove them from your phone case to prevent accidentally charging your own card while Tap to Pay is enabled.
- Never hand your iPhone over to the customer. Have the customer hold their card or NFC device. If needed, have them hand you their card or NFC device for you to tap on your iPhone.
- For credit cards, hold the credit card horizontally over the contactless symbol on the iPhone.
- For digital wallets, have them place their device over the contactless symbol on the iPhone.
- Watch for the Approved message on the screen to confirm that payment has been accepted.

Setting up Tap to Pay in the Trail's End App on an iPhone Device

1. Go to Settings in the app by tapping the gear icon in the upper right corner.
2. Tap on Square Settings
3. Accept the permissions to enable Square to accept payments:
 - Bluetooth
 - Location
 - Microphone
4. Tap to Pay on iPhone will show as Ready.

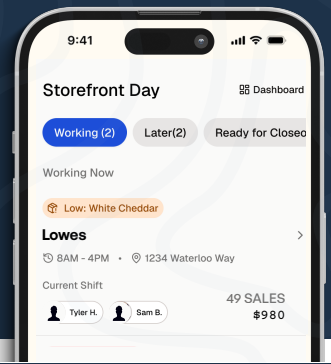
Troubleshooting Tips for Tap to Pay on an iPhone

- Check that your phone is compatible using this list from Square, available at <https://squareup.com/us/en/compatibility?platform=iOS&brand=Apple>



Trail's End®

2026 Leader Guide



New to Trail's End?

Register here: login.trails-end.com/unit-registration

START

Log into the Leader Portal

- Complete **"Plan Your Fall Fundraiser"** so Trail's End can secure Storefront hours for your Unit

Set Goals

- Build your Unit's Adventure Plan inside Portal
- Share your Unit calendar and budget with parents
- Scouts download the App and set their goals

Manage Storefronts

- View "Reserve Storefronts" for available hours.
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" to achieve goals faster

Throughout the Sale

- Have Scouts use the Trail's End App
- Order and track inventory in the Portal
- Motivate your Scouts with [Trail's End Rewards](#)

When the Sale Ends

- Submit Scout Rewards
- Request your Unit Payout
- Celebrate and enjoy your Scouting year!

FINISH



HEROES AND HELPERS®

Units earn commission, Scouts earn bonus Rewards, and Trail's End delivers heartwarming snacks to military personnel and their families, first responders and local food banks.

TRAIL'S END® STOREFRONTS: UNITS & SCOUTS SELL 7X MORE

Trail's End secures **convenient hours and locations** for your Unit and Scouts on dates you can sell.



Last year, thousands of Scouts sold **\$300+/hour** over **27,000+** Storefront hours.

TRAIL'S END APP®

Scouts:

Sign-up for Storefronts and get trained
Personalize and share their online pages
Claim Trail's End Rewards throughout the sale

Parents:

Quickly convert any cash at the end of every shift

<https://qrco.de/trails-end>



GO CASHLESS

Trail's End pays all credit card fees.

Tap-to-Pay is integrated directly into the App, making transactions **faster, easier, and safer** for everyone

... AND Scouts earn more Rewards with credit!



Join Our Leader Community

fb.com/groups/TEPopcornCommunity

Support and FAQs

support.trails-end.com



Meet Fin - Trail's End's new Chatbot

Get live answers in the Portal!

Trail's End REWARDS®

EARN 4X WITH CREDIT

4 POINTS PER \$1 CREDIT & ONLINE SALES

1 POINT PER \$1 CASH SALES

+3 BONUS POINTS PER \$1 FOR CASH TO CREDIT®

PLUS

1 bonus point per \$1 for Heroes And Helpers®

Earn ADDITIONAL bonus points for achieving sales levels below

NEW

Earn points on sales between levels!

With 100% credit sales, Scouts claim when ready!

Each point = \$0.01 in gift cards; minimum of \$600 in sales is required for Rewards claiming to begin.



CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

Pick one or more:
Amazon eGift Card, Prepaid Mastercard®, and others!

WHY IS CREDIT IMPORTANT

72% of U.S. retail is credit — yet Scouts are only 51% credit from consumers. That's a missed opportunity, because **consumers spend 14% more with credit — helping Scouts hit goals 14% faster.**

Plus, **not handling cash is safer** for Scouts, Parents, and Leaders, and **credit means Scouts, Packs/Troops, and Councils get paid faster.**



DOWNLOAD THE TRAIL'S END APP® TO START EARNING

Here's what Scouts earn with all credit sales:

SALES LEVEL	BASE POINTS (4 POINTS PER \$1)		LEVEL BONUS POINTS		TOTAL POINTS	\$ REWARDS	WHAT YOU COULD GET
\$25,000*	100,000	+	235,000	=	335,000	\$3,350	Family Vacation
\$15,000	60,000	+	140,000	=	200,000	\$2,000	High Adventure
\$10,000	40,000	+	70,000	=	110,000	\$1,100	Canoe
\$7,500	30,000	+	50,000	=	80,000	\$800	3D Printer
\$5,000	20,000	+	30,000	=	50,000	\$500	Gaming Console
\$4,000	16,000	+	21,500	=	37,500	\$375	Day Camp
\$3,000	12,000	+	13,000	=	25,000	\$250	Hiking Backpack
\$2,000	8,000	+	3,000	=	11,000	\$110	Drone
\$1,500	6,000	+	1,500	=	7,500	\$75	Camping Tent
\$1,000	4,000	+	500	=	4,500	\$45	Video Game
\$600	2,400	+	100	=	2,500	\$25	Water Bottle

***Earn additional 45,000 bonus points for every \$5,000 sold above \$25,000**

Trail's End Rewards earned in 2026 must be claimed by March 31, 2027. All rewards and promotions are subject to Terms and Conditions.

The merchants represented are not sponsors of the rewards or otherwise affiliated with this company. The logos and other 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.

OVER 70% STAYS LOCAL!*



**WHITE
CHEDDAR
POPCORN**
\$20



**SALTED
CARAMEL
CORN**
\$20



**SWEET & SALTY
KETTLE CORN**
\$20



**SEA SALT
POPCORN**
\$20



**MICROWAVE
BUTTER
POPCORN**
\$25



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.

THANK YOU FOR YOUR SUPPORT!

70% of sales stays locally* and pays for summer camp, outdoor adventures, program expenses, and helps families who can't afford Scouting. Scouts who fundraise with Trail's End learn public speaking, goal setting, entrepreneurship, perseverance, and how to earn their way.

WHITE CHEDDAR POPCORN	SALTED CARAMEL CORN	SWEET & SALTY KETTLE CORN	SEA SALT POPCORN	12PK MICROWAVE POPCORN	HEROES AND HELPERS™
NUMBER OF PACKAGES ORDERED					



NAME	STREET ADDRESS / PHONE NUMBER / EMAIL	\$20	\$20	\$20	\$20	\$25	\$1	AMOUNT DUE	DELIVERED ✓	PAID ✓
1								1		
2								2		
3								3		
4								4		
5								5		
6								6		
7								7		
8								8		
9								9		
10								10		
11								11		
12								12		
13								13		
14								14		
15								15		
16								16		
17								17		
18								18		
19								19		
20								20		
GRAND TOTAL								\$		

(add lines 1-20 and enter here)

SCOUT

UNIT

MY GOAL

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