



# 2026 UNIT LEADER TRAINING

*Trail's End*®

## TRAIL'S END EXISTS TO MAKE SCOUTING POSSIBLE FOR EVERY CHILD

- You get convenient **Storefront hours with \$300/hour potential** for your Unit
- We pay all credit card fees
- Your Scouts get Rewards that motivate them to do their best
- You can manage the entire sale from your phone

**Most important: we help Scouts build their confidence and level up their leadership skills.**

# WHAT'S NEW!

## RUN THE SALE— FROM YOUR PHONE.

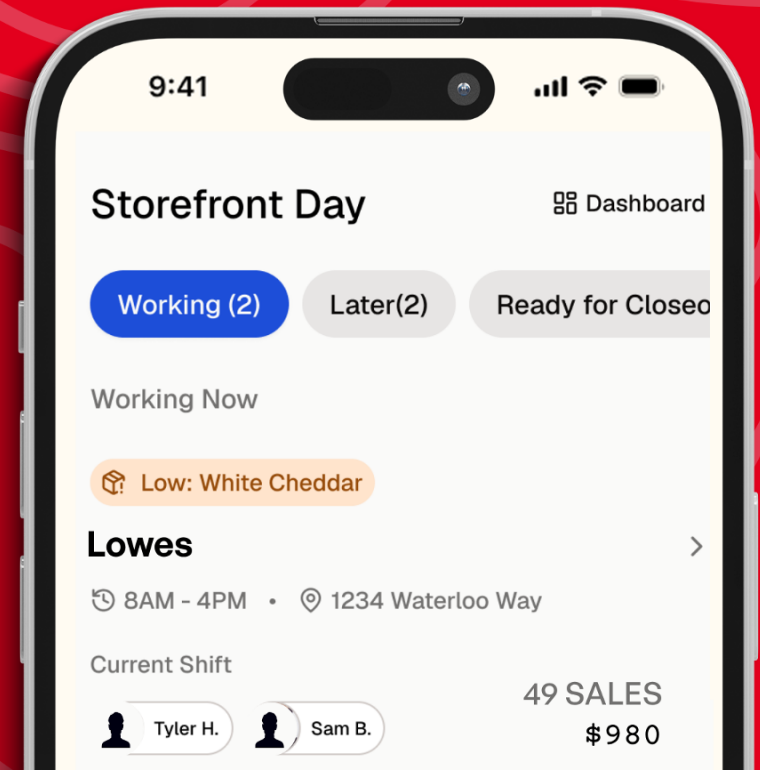
# The new *Trail's End*<sup>®</sup> LEADER PORTAL

- Simplified, easy-to-use platform
- Faster loading and responsive
- Significant Storefronts enhancements\*

\*Certain features to be rolled out over the next 30-60 days



Launching  
**JUNE 3**



# 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



**BELIEVE YOU CAN AND  
YOU'RE HALFWAY THERE.**

*- Teddy Roosevelt*

# EXPLAIN WHY TO YOUR FAMILIES

## Boost Scout participation by sharing:

- Calendar & budget with parents
- Rewards and incentives with Scouts
- Unit & Scout goals to EVERYONE

Communicate throughout the sale to keep momentum!



### Pack 62 Calendar

JULY	AUGUST	SEPTEMBER
21 Popcorn Kickoff @ Launch Trampoline Park	3 Popcorn Sale Starts 24 Back to Pack:	2 Chattanooga Trip Signup 14 Tiger/Lion Fun Day
OCTOBER		
5 Webelos Workshop Cub Adventure Day 16 Pack Meeting: Webelos 18-20 Fall Family Camp 19 Jamboree on the Air 26 AOL Advance A		
JANUARY		
11 Stars & Strikes 15 Pack Meeting: Jedi Training/Fitness 17 Cub Scout Lockdown 25 Spin to Win Party		
APRIL		
11-13 Scout Show 16 Pack Meeting: Bear Carnival 25-27 Spring Family Camping		

• See Den Leader



**Explore CHATTANOOGA With us**



**Ruby Falls**  
Journey deep inside historic Lookout Mountain to see the tallest underground cave waterfall open to the public in the United States!



**Rock City**  
View massive ancient rock formations, gardens with over 400 native plant species, and breathtaking "See Seven States"

**SAT. 11/2/24**

# STOREFRONTS

- View "Reserve Storefronts" for available hours
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" split to achieve your goals faster
- Pre-assigned hours: 2025 Sales  
\$30k+ (100%) | \$10k - \$30k (50%) | New Units up to 25 hours

**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.

# THROUGHOUT THE SALE

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

## Trail's End REWARDS<sup>®</sup>

### 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<sup>®</sup>  
Earn **ADDITIONAL** bonus points for achieving sales levels below

### CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

Pick one or more:  
Amazon<sup>®</sup> eGift Card, Prepaid Mastercard<sup>®</sup>, 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**

## DOWNLOAD REWARDS FLYER

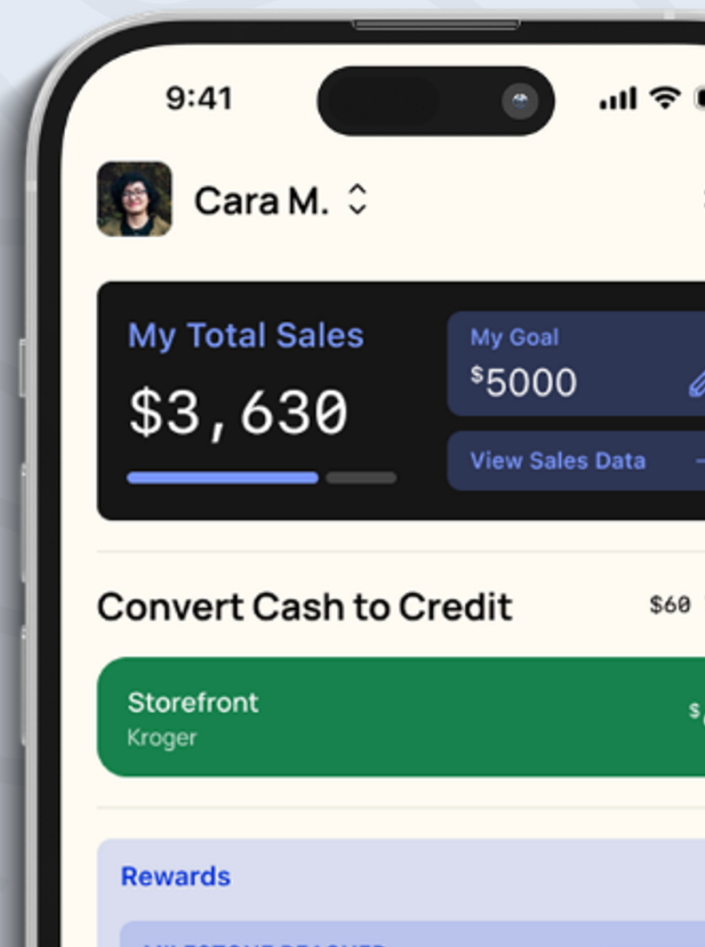


## Scouts:

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

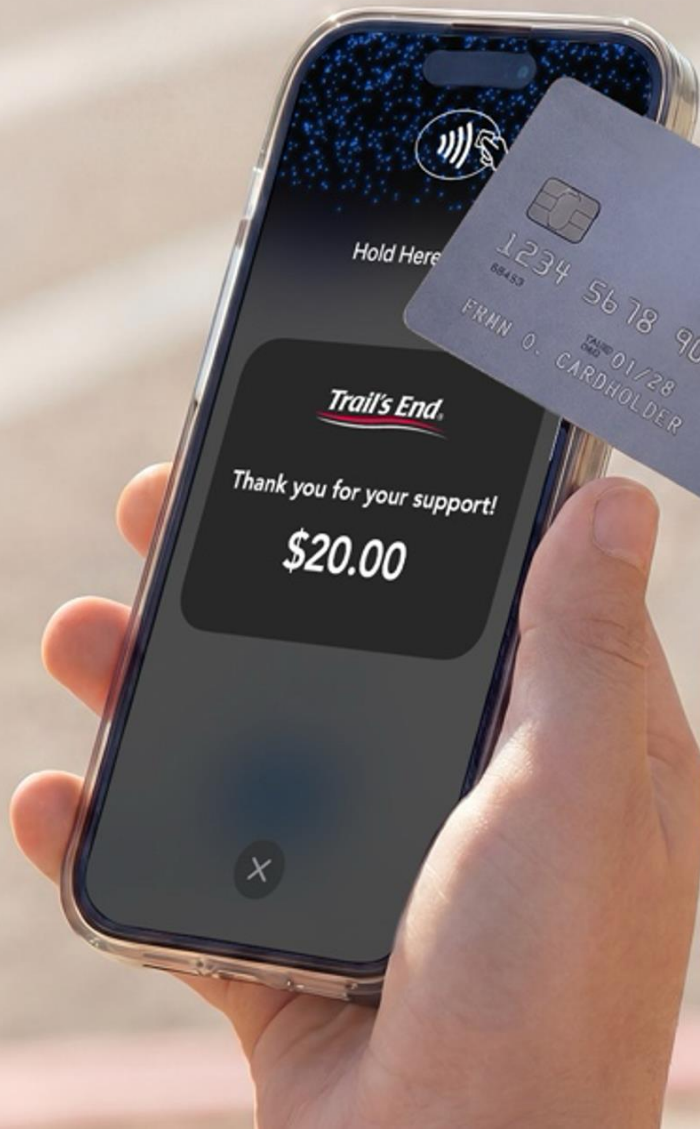
## Parents:

- Quickly convert any cash at the end of every shift
- Rewards for Cash to Credit will be applied to shift cash sales according to Unit's split method



# GO CASHLESS

Trail's End®



Encouraging credit card and tap-to-pay transactions makes it **faster, easier, and safer** for everyone . . . AND Scouts earn 4x more Rewards with credit!

## When the Sale Ends

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



**AND NOW  
BACK TO  
SCOUTING.**

# NEED HELP?



## Support and FAQs

[support.trails-end.com](https://support.trails-end.com)



## Meet *Fin* - Trail's End's new Chatbot

Get live answers in the Portal!



## Join Our Leader Community

[fb.com/groups/TEPopcornCommunity](https://fb.com/groups/TEPopcornCommunity)

# TAKE ME TO SUPPORT





**SIGN IN.**



**HIT YOUR GOAL.**



**GET ON WITH  
SCOUTING.**

**Trail's End<sup>®</sup>**

**TAKE ME TO  
THE LEADER  
PORTAL**



# 2026 Free Unit Goods

- Any unit that did not sell in 2025 will receive 1 case of White Cheddar and 1 case of Sea Salt (\$480 retail value) at no charge – the Unit must sign up for a storefront shift (weekday recommended) and sell the 24 bags in the app
  - Council will not be charged for these cases
  - Council will not receive commission on these cases
- 100% commission for units that are new to the sale to encourage participation
- Standard commissions will apply for any additional product that is ordered

# TRAIL'S END TRADITIONAL PRODUCTS



\$20



\$20



\$20



\$20



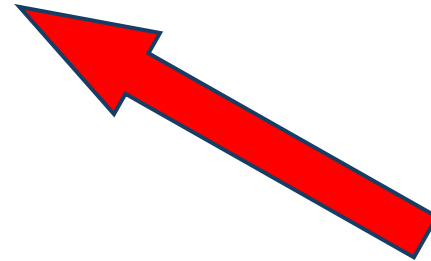
\$25



\$30

# 2026 Packaging Update

*Trail's End*®



Packaging will have **“SCOUTING AMERICA”** branding as well as kids in uniform and info on the back of the bag where people can learn more about joining Scouting.

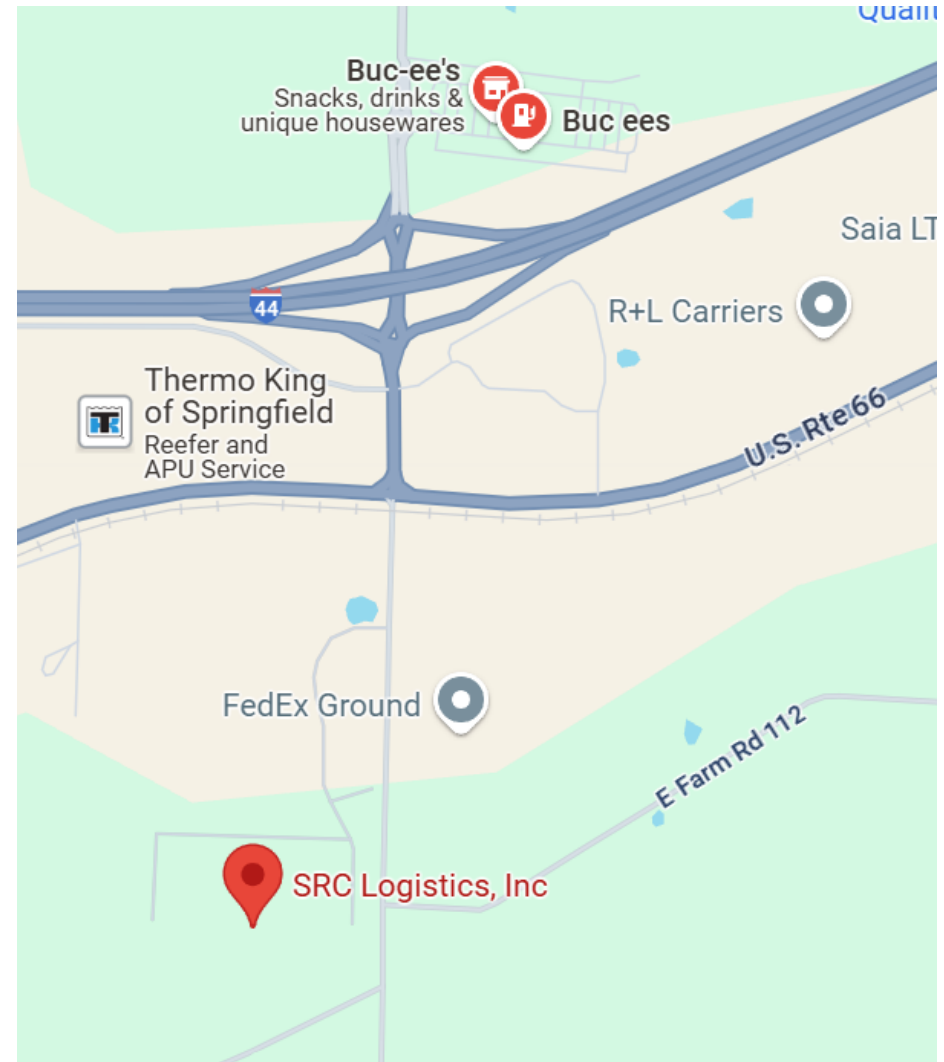
\*Average return to local Councils, Units and Kids based on all Trail's End product sales.

- Units will have weekly access to replenish product, eliminating the need to carry so much inventory
- Units will submit product need for the following week by Sunday night at 11:59pm ET in the TE Popcorn System
- Springfield area units pick up Fridays (same week) at SRC Logistics
- Joplin and Rolla units will have product brought to them (single location in each area)

# Warehousing / Weekly Product Access



SRC Logistics, Inc.  
2607 N Mulroy Rd  
Strafford, MO 65757



# Key Dates

Popcorn Kickoff Training	Saturday, June 29
Online Sales Begin	Wednesday, July 1
Popcorn Show & Sell Initial Order Due	Monday, August 10
Popcorn Show & Sell Initial Pickup	Friday, August 28
Popcorn Sales Begin	Saturday, August 29
Replenishment Orders Due (cases)	Sunday, August 30 - Sunday, October 25
> Every Sunday 11:59pm	
Replenishment Pick Ups	Friday, September 4 – Friday, October 30
> Time TBD	
Final Order Due (containers)	Wednesday, November 4
Final Pick Up (in Districts)	Friday, November 20
Payments Due	Thursday, December 3
Top Pop Celebration	Saturday, March 27, 2027

# Unit Commissions

<b>Commission Type</b>	<b>Commission %</b>
<b>Online Direct</b>	<b>30%</b>
<b>Traditional</b>	<b>30%</b>
<b>Average Sales Bonus</b> *Requires 30% of your Scouts to have an account based on 6/30 membership	<b>\$500+</b> = 5% additional bonus commission <b>\$400-\$499</b> = 4% additional bonus commission <b>\$300-\$399</b> = 3% additional bonus commission
<b>Extra Performance Bonus</b> *10% increase over previous year and sell a minimum of \$2,500	<b>3%</b>

**Top District Seller:** \$200 Amazon gift card

**50 State Challenge:** \$250 Amazon gift card

**25 State Challenge:** \$100 Amazon gift card

**\$1,000 Sellers:** \$25 Amazon gift card

Prize Patrol Drawings Weekly throughout the sale!

**\$650 Sellers:** Council Shoulder Patch

# Council Bonuses: Top Pop Celebration

The Top 100 Sellers in the council will have the opportunity to participate in our Top Sellers Top Pop Celebration on March 27, 2027.

Scouts who sell a minimum of \$2,000 in popcorn qualifies, but that does NOT guarantee placement in the Top 100 Sellers. Each Scout at the event will be recognized, treated to food, arcade games, and cool prizes like TVs, drones, tents, and camping gear.

Prizes are chosen based on the percentages of the top seller in each category:

- |                            |                        |
|----------------------------|------------------------|
| • <b>\$2,000 - \$2,999</b> | <b>Bronze Ticket</b>   |
| • <b>\$3,000 - \$3,999</b> | <b>Silver Ticket</b>   |
| • <b>\$4,000 - \$5,999</b> | <b>Gold Ticket</b>     |
| • <b>\$6,000+</b>          | <b>Platinum Ticket</b> |

# Council Bonuses: Top Pop Celebration



# Council Bonuses: Top Pop Celebration



# Contacts



## Council Support Team

Travis Rubelee [Travis.Rubelee@scouting.org](mailto:Travis.Rubelee@scouting.org)  
Sylvia Person [Sylvia.Person@Scouting.org](mailto:Sylvia.Person@Scouting.org)  
Michael Widman [Michael.Widman@scouting.org](mailto:Michael.Widman@scouting.org)

## District Kernels

FR: Michelle Love [love.michelle.113@gmail.com](mailto:love.michelle.113@gmail.com)  
MK: Shelly Inman [sinman2018@gmail.com](mailto:sinman2018@gmail.com)  
NKGH: Angela Bollman [angela.r.bollman@gmail.com](mailto:angela.r.bollman@gmail.com)  
OH: Katie Tran [ktfoulks@gmail.com](mailto:ktfoulks@gmail.com)  
RT: Julie Hirtz [hirtzfamily6@gmail.com](mailto:hirtzfamily6@gmail.com)  
Annessa Haffer [annessaw@hotmail.com](mailto:annessaw@hotmail.com)

## District Executives

Suzi Kidd: NKGH & MoKan  
Jamie Fisher & Blake Larsen: Ozark Howler  
Mike Weber: Frontier & River Trails

## Trail's End Support Team

[Help@trails-end.com](mailto:Help@trails-end.com)



Ozark Trails Council Popcorn Sale

**Council Facebook Group**

[Suzi.Kidd@Scouting.org](mailto:Suzi.Kidd@Scouting.org)  
[Jamie.Fisher@scouting.org](mailto:Jamie.Fisher@scouting.org) / [Blake.Larsen@scouting.org](mailto:Blake.Larsen@scouting.org)  
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**Thank You!**

