Trail's End®
Scouting America™
Miami Valley Council

2024 Top Sellers

Trail's End®
Scout Fundraising

Rank	Scout	County	Unit	Total Sales $
1	Ethan S	Miami	Troop 0544	$8,095
2	Garreth R	Montgomery	Pack 0236	$6,573
3	Andrew C	Miami	Pack 0295	$5,031
4	Bennett C	Montgomery	Pack 0047	$4,991
5	Malcolm D	Darke	Pack 0937	$3,575
6	Gabriel G	Miami	Pack 0043	$3,482
7	Elijah R	Miami	Pack 0295	$3,399
8	Titus H	Miami	Pack 0395	$3,333
9	Johnathan M	Darke	Troop 0184	$3,287
10	Wade R	Montgomery	Pack 0047	$3,272

Rank	Unit	County	Total Sales $
1	Pack 0236	Montgomery	$34,029
2	Pack 0395	Miami	$25,632
3	Pack 0047	Montgomery	$22,660
4	Pack 0151	Montgomery	$18,619
5	Pack 0365	Miami	$17,592
6	Troop 0047	Montgomery	$14,719
7	Pack 0285	Miami	$13,928
8	Pack 0295	Miami	$13,869
9	Pack 0516	Montgomery	$12,542
10	Pack 0307	Montgomery	$11,638

2025 Sale Overview

Scouting America
Miami Valley Council

More Than a Fundraiser—It's a Growth Opportunity! Scouts earn their way while developing life skills like **goal-setting, communication, and teamwork**. The 2025 sale is easier than ever—with new tools, incentives, and strong support from Trail's End and the Miami Valley Council.

2025 Sale Highlights

- **New Council Scout & Unit Incentives**
- **Expanded Trail's End Rewards** – More prize options for Scouts
- **More Ways to Earn Bonuses & Rewards**
- **Updated Trail's End App & Portal** – Includes **Tap to Pay** feature
- **Weekly "Kernel Journal"** – Tips, reminders & success stories
- **More Storefront Opportunities** for Show & Sell

2025 Sale Timeline

Scouting America
Miami Valley Council

AUGUST

11: Initial Show & Sell Orders Due in TE Portal by 11:59 PM

27, 28, 29: Show & Sell Popcorn Distribution

SEPTEMBER

1: Council Office Closed for Labor Day

14: Tentative Mid-Sale Orders Due by 11:59 PM

24 & 25: Mid-Sale Order Distribution

OCTOBER

19: Final Take Orders Due by 11:59 PM

16 & 17: Returns Due

29 & 30: Final Popcorn Distribution

4, 5, 11, 12: Golden Kernel Weekends

NOVEMBER

27 & 28: Council Office Closed for Thanksgiving

30: Unit Incentive Orders Due by 11:59 PM

DECEMBER

1: Scout Incentives Announced (Top 75 and Elite 12)

12: Final Payments Due

24 & 25: Council Office Closed for Holidays

2026

February 21, 2026: Top 75 Seller Party @ Scene 75

Dates subject to change. For the most up to date information check for emails or the Popcorn Page on MiamiValleyScouting.org

2025 Sale Resources

Scouting America
Miami Valley Council

Scan QR for MVC Popcorn Page

MVC Popcorn Exchange Group

MIAMI VALLEY COUNCIL RESOURCES

- **Join the Facebook group:** "Miami Valley Council Popcorn Exchange"
  - Connect with other unit leaders to share ideas, ask questions, and coordinate unit-to-unit popcorn transfers
  - Reminder: Both units must log transfers in the Trail's End Leader Portal to ensure accurate inventory and commission tracking
- **Visit: miamivalleyscouting.org/support/popcorn**
  - View the full sale calendar, check out incentives and rewards, find warehouse information, access printables and forms, digital Leader Guide, etc.
- **Read the weekly "Kernel Journal"** for updates, tips, deadlines, and reminders - emailed to Unit Kernels.

TE Support Portal

TE Facebook Group

TE Youtube Channel

? HAVE TRAIL'S END QUESTIONS ?

- **Support Email:** support@trails-end.com
- **FAQs & Help:** support.trails-end.com
- **24/7 Peer Help:** Trail's End Parent Facebook Group
- **Training Videos:** YouTube.com/@trailsendpopcorn203
  - Learn how to set up your sale, manage inventory, track sales, and more!

Commission & Return Limits

Scouting America
Miami Valley Council

2025 UNIT COMMISSION STRUCTURE

- **Base Commission** (Storefront & Wagon Sales): **32%**
- **Bonus Opportunity:**
  - Grow your unit's **Trail's End storefront sales by 10%** over last year to earn an additional **+1% commission**
- **Online Sales Commission: 35%**

💡 Tip: Focus on growing your storefront presence to earn bonus dollars for your unit!

2025 POPCORN RETURN LIMITS

Return limit is based on Heroes & Helpers participation:

- **Up to 20% of total product (excluding chocolate) may be returned if at least 10% of sales are logged as Heroes & Helpers.**
- **Otherwise, only 10% of total product (excluding chocolate) may be returned.**
- Only one return per unit is allowed.
- Returns must be received by MVC staff at warehouse no later than October 17, 2025.

Plan Your Ideal Year of Scouting

Trail's End®
Scout Fundraising

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Add a new trip or campout for excitement.

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!

Ways to Sell

Trail's End®
Scout Fundraising

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 Product Line-up

Trail's End®
Scout Fundraising

$20

WHITE CHEDDAR POPCORN

#1 Seller stays at $20

- Savory and made with real cheese
- 16.5 cups | 6 oz

$20

SALTED CARAMEL CORN

Reduced from $25 to $20 and 14 oz to 11 oz

- Rich caramel with just the right amount of salt
- 5 cups | 11 oz

$20

POPPING CORN

Increased from $17 to $20

- All natural popping kernels
- 28 oz

$20

SWEET & SALTY KETTLE CORN

Increased from $15 to $20 and 3.5 oz to 4.5 oz

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5 oz

$25

MICROWAVE BUTTER POPCORN

- Just the right snack for movie night
- 12 microwavable bags

$30

CHOCOLATEY PRETZELS

Only available for Mid-Sale Order in September and Take Orders

- 12 oz bag

ESTIMATED POPCORN CASE CAPACITY BY VEHICLE:

🚗Mid-size Car ~ 20 cases
🚙Small SUV ~ 40 cases
🚙Crossover ~ 40 cases
🚐Minivan ~ 60 cases
🛻Large SUV/Pickup ~ 60-70 cases
🚚Full-size Van ~ 70-80 cases

$20 on almost all items?!

Trail's End®
Scout Fundraising

- **<u>One price – simplifies the fundraiser.</u>**
  - 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.

REMEMBER – YOU'RE NOT SELLING POPCORN.
Anyone can buy snacks at the store — but you're offering something more.

Change your mindset.

You're not asking people to buy popcorn – you're asking them to support **YOU!**

Think of it this way:
"With a $20 donation, you're helping me go on an amazing adventure — like [Jamboree / Summer Camp / Scouting Adventures]! And as a thank-you, you can pick anything from the table!"

Heroes & Helpers

Trail's End®

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!

Important Reminders for Units:

- **Enter Donations Correctly:** Use the Heroes & Helpers – Military Donation category in the Trail's End portal
- **Cash & App Donations:** Must also be entered under Heroes & Helpers
  - Use the $1 Misc. Donation option for cash to stay compliant with IRS & Scouting America guidelines
- Do Not Distribute Product:
  - Units may not deliver donated popcorn
  - MVC staff handles all official deliveries and required documentation

Thank you for helping Scouts give back to our community's heroes!

Council Scout Incentives

Scouting America
Miami Valley Council

POP ONE, WIN ONE!

Every Scout who sells at least **ONE** popcorn item earns the exclusive **2025 Popcorn Sale Patch** – proof that you took part in the greatest snack-selling mission of the year!

THE TOP 75!

The **Top 75 Popcorn Sellers** will score an invite to the **Scene75 Pizza Party!** Arcade games, go-karts, rides, pizza - celebrate with your fellow top sellers!

📅 **Date: February 21, 2025**
🔥 Will your name be on the leaderboard?

POPCORN ROYALTY

Only **12 Scouts** – one for each point of the Scout Law – will rise to the top! These **Popcorn Royalty** earn a **Family 4-Pack of Tickets to Kings Island** for a day of thrills, laughs, and roller coasters with the people they love!

GOLDEN KERNEL

Work a storefront shift during the last two weekends of the sale:
📅**October 4–5 and October 11–12, 2025**
If your shift averages **$100/hour or more,** you'll be automatically entered into the Golden Kernel Drawing!
🎉 **3 winners** each weekend will receive a **$25 Amazon gift card!**

Trails End – New Scout Rewards!

Trail's End®
Scout Fundraising

NEW GIFT CARD REWARDS OPTIONS!

EARN POINTS - PICK ONE OR MULITPLE GIFT CARDS

Levels	Points	eGift Card DELIVERED BY TRAIL'S END
18	17,500+	10% of points
17	15,000	$1,250
16	12,000	$1,000
15	10,000	$750
14	7,500	$550
13	6,000	$450
12	5,000	$350
11	4,000	$250
10	3,500	$200
9	3,000	$150
8	2,500	$100
7	2,000	$70
6	1,750	$60
5	1,500	$50
4	1,250	$40
3	1,000	$30
2	750	$20
1	500	$10

EARN MORE WITH HEROES AND HELPERS™

	Points* (per $1 sold)
Heroes and Helpers	**1.75** (credit & online) / **1.5** (cash)
App Credit & Online	**1.25**
App Cash	**1**

Each sale only accrues points in the applicable category above in which it will earn the most points

Cash to Credit™
Earn an additional 0.25 point per $1 converted. Points for Storefront cash converted are split among Scouts working the store that day.

EARN MORE WITH ONE SCOUT & PARENT STOREFRONT SHIFTS

2025 Bonus Rewards*
Jun 30 8pm ET - Nov 30 6:59pm ET

Sell $500 or more per hour per Scout
- Earn 1 bonus point per dollar sold

Sell $300-$499 per hour per Scout
- Earn 0.5 bonus point per dollar sold

Sell $500 or more online
- Earn 250 bonus points

Council Incentive – Unit Sales Growth

Scouting America
Miami Valley Council

HOW IT WORKS

If your unit's 2025 total sales (traditional + online) exceed your 2024 total, you may qualify for a reward based on your level of growth!

SALES GROWTH TIERS

If your unit grows total sales over 2024 by the amounts below, you qualify for the corresponding reward tier:

$1,500+ growth → $150 reward
$3,000+ growth → $300 reward
$5,000+ growth → $500 reward
$7,500+ growth → $750 reward

REWARD OPTIONS

You may choose one of the following for the tier your unit will earn:

- Camp Credit for 2026 Miami Valley Council
  - may be used to register for MVC camps, activities, or MVC camp rentals
- Outdoor Gear or Scout Shop Packages
- A combination: a lower-tier gear package + remaining value in camp credit

TO QUALIFY

- Increase your Trail's End total sales over your 2024 baseline. Baseline established by total 2024 Sales (traditional + online) as recorded by Trails End and MVC before Dec. 1, 2024.
- Official 2024 sales totals will be shared in August 2025 via email to Unit Kernel

TO CLAIM YOUR REWARD

- Watch for the Unit Incentive Request Form link in early November
- Submit by 11:59 PM November 30, 2025 with unit and leader contact info
- No form submitted? Your unit will automatically receive camp credit for the level earned

Items	$150 Level	$300 Level	$500 Level	$750 Level
RACE DAY PACKAGE (PINEWOOD DERBY OR RAINGUTTER REGATTA)				
Official Derby or Boat Kits	10	20	30	40
Participation Ribbons 10pk	1	2	3	4
Assorted Decal/Accessories Kit	1	2	3	4
Race Day Decor Kit	1	1	1	2
Gift Card for Pizza			1 @ $100	1 @ $150
Raingutter Regatta Track				1
UNIT CAMPING PACKAGE				
LED Lantern	1	2	2	2
5 Gal. Water Cooler/Carrier	1	1	2	2
70 Qt. Cooler	1	1	2	2
2 Person Tent		1	2	2
6 ft Folding Table w/ Benches				1
10' x 10' Pop-up Canopy				1
CAMP COOKING PACKAGE				
Camp Cooking Utensils Kit	1	1	1	2
Stainless Camp Cookware Set	1	1	2	2
12" Cast Iron Skillet	1	2	2	2
8 Qt. Cast Iron Dutch Oven		1	1	1
2 Pack Stainless Mess Kit		1	1	3
2 Burner Camp Stove			1	1
Foldable Camp Kitchen Table				1

Council Incentive – Unit Storefront Growth

Scouting America
Miami Valley Council

🍕 PIZZA PARTY UNIT INCENTIVE! 🍕

Grow Your Popcorn Sale through Storefronts – Get Rewarded!
We're excited to offer a new unit-level incentive to reward your Scouts' hard work!

THE GOAL

Grow your unit's Trail's End Storefront shifts worked by at least 20% over your 2024 total.

THE REWARD

Earn a $150 pizza voucher for a unit pizza party – a great way to celebrate your Scouts' accomplishments together!

HOW IT WORKS

Baseline of 2024 Trails End Storefront hours worked that achieved at least $100 per hour in sales. Increase that number by at least 20% OR by at least qualifying hours, whichever is greater more to earn the reward.

Example: If your unit worked 50 Trails End storefront hours in 2024, your 2025 goal is 60 hours with at least $100 per hour in sales average.

Example: If your unit worked 4 Trails End storefront hours in 2024, your 2025 goal is 6 hours.

TO QUALIFY

- Increase your qualifying Trail's End storefront hours over your **2024 baseline by 20% or a minimum of 2 hours — whichever is greater — to earn the reward.

✅ Key Requirements:

- 2024 Qualifying Hours: Official 2024 qualifying Trail's End storefront hours (with at least $100/hour in sales) will be shared via email with your Unit Kernel in August 2025.
- Discrepancies: Report any discrepancies by August 31, 2025. No changes will be accepted after that date.
- 2025 Logging: Schedule and log all 2025 storefront shifts in the Trail's End leader portal, and ensure all sales are recorded in the TE app to guarantee accurate tracking.
- Deadline: All storefront shifts must be completed and logged by October 31, 2025.
- Verification: Trails End and MVC will verify storefront hours and sales averages. Your Unit Kernel will be notified via email in early November 2025 if your unit qualifies for the reward.

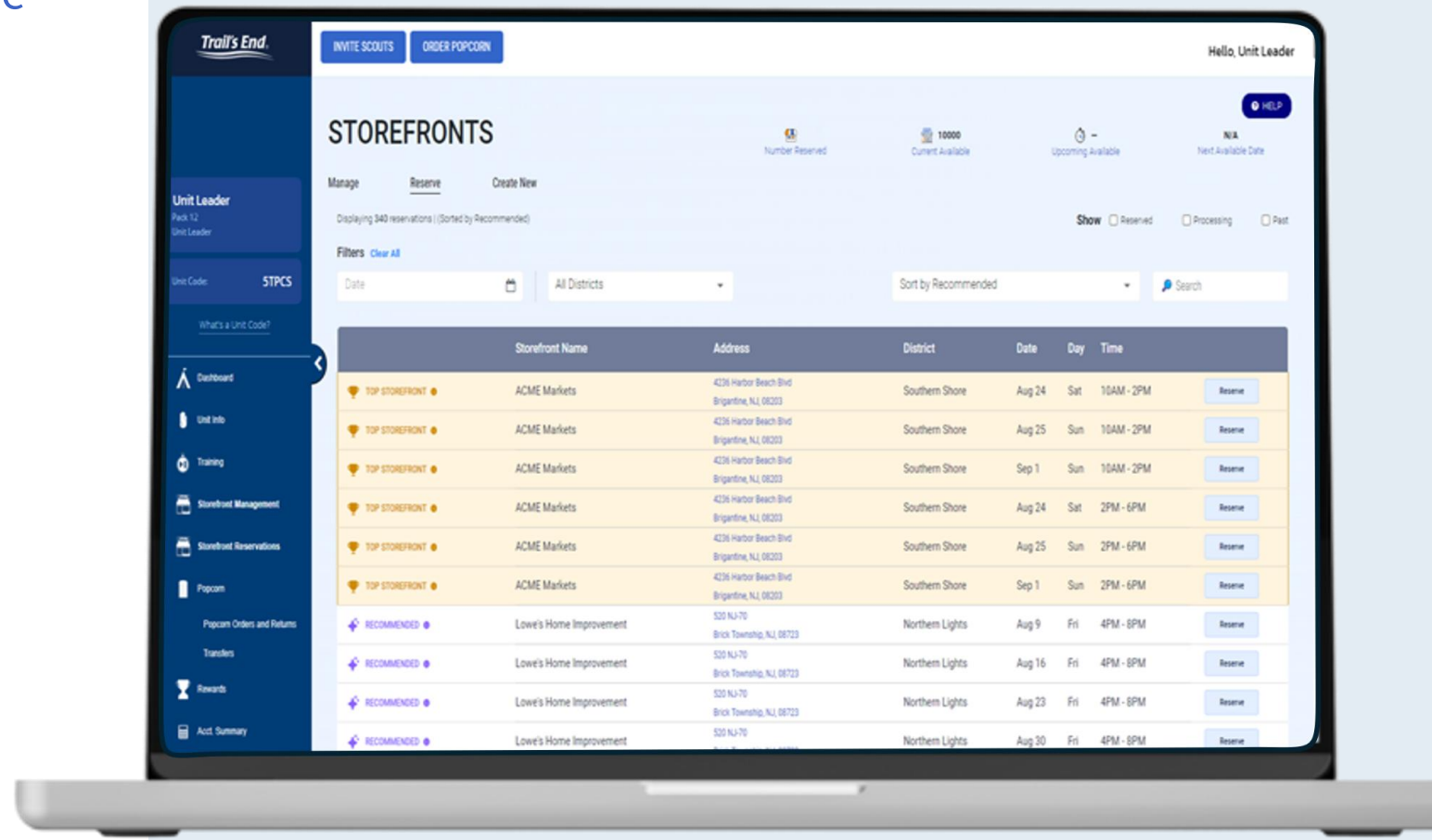
TO CLAIM YOUR REWARD

- Watch for the Unit Incentive Request Form link in early November
- **Submit by 11:59 PM November 30, 2025** with unit and leader contact info and pizza gift card preference
- No form submitted? Your unit will automatically receive a gift card at our discretion.

TRAIL'S END TECHNOLOGY

UNIT PORTAL

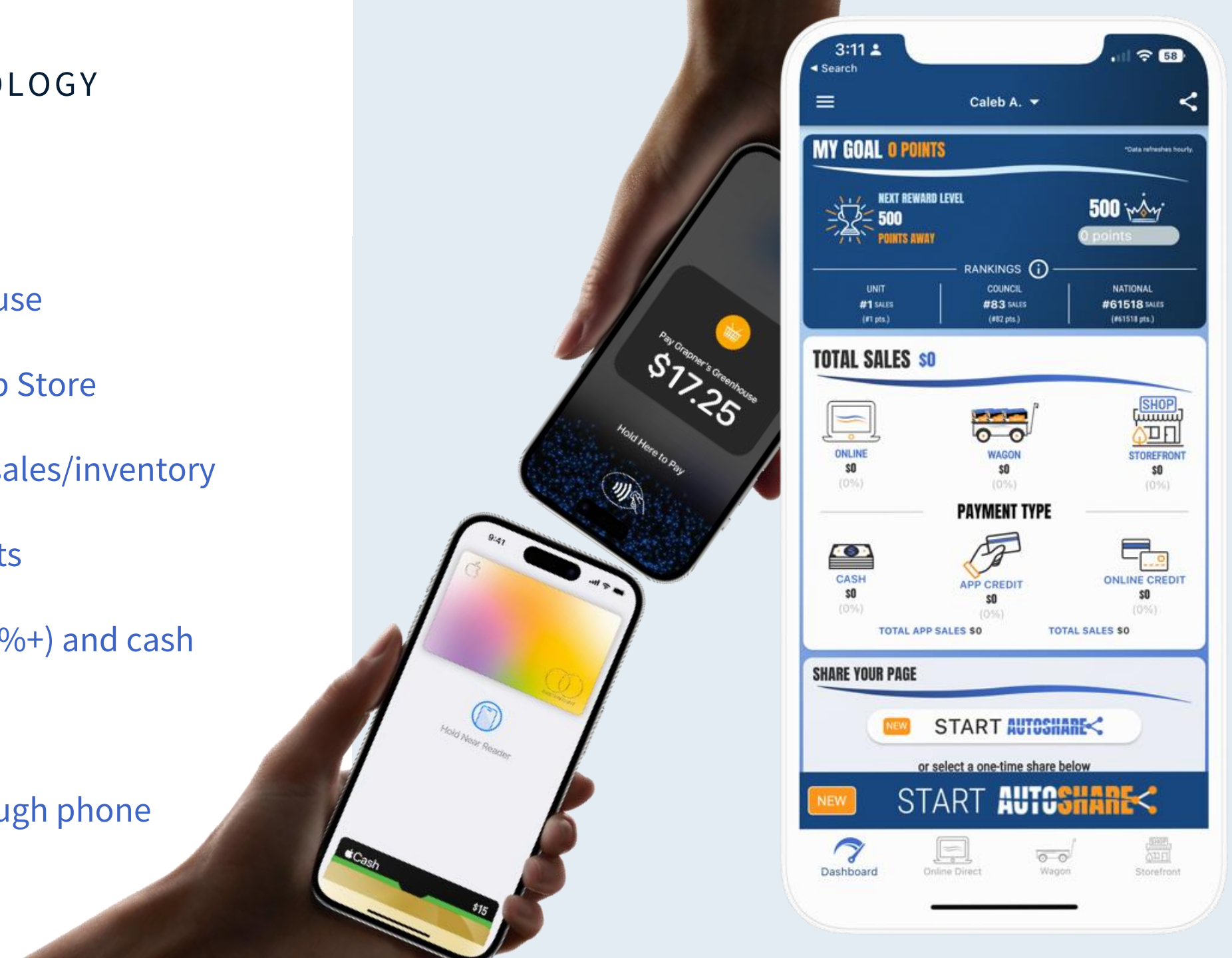
- Leaders manage entire sale in one place
- Invite Scouts to register and manage Scout roster
- Easily set Unit and Scout goals
- Order popcorn
- Real time reporting of sales and inventory
- Unit to unit transfers; no Council assistance needed
- Schedule and manage storefront sites and shifts



TRAIL'S END TECHNOLOGY

SCOUT APP

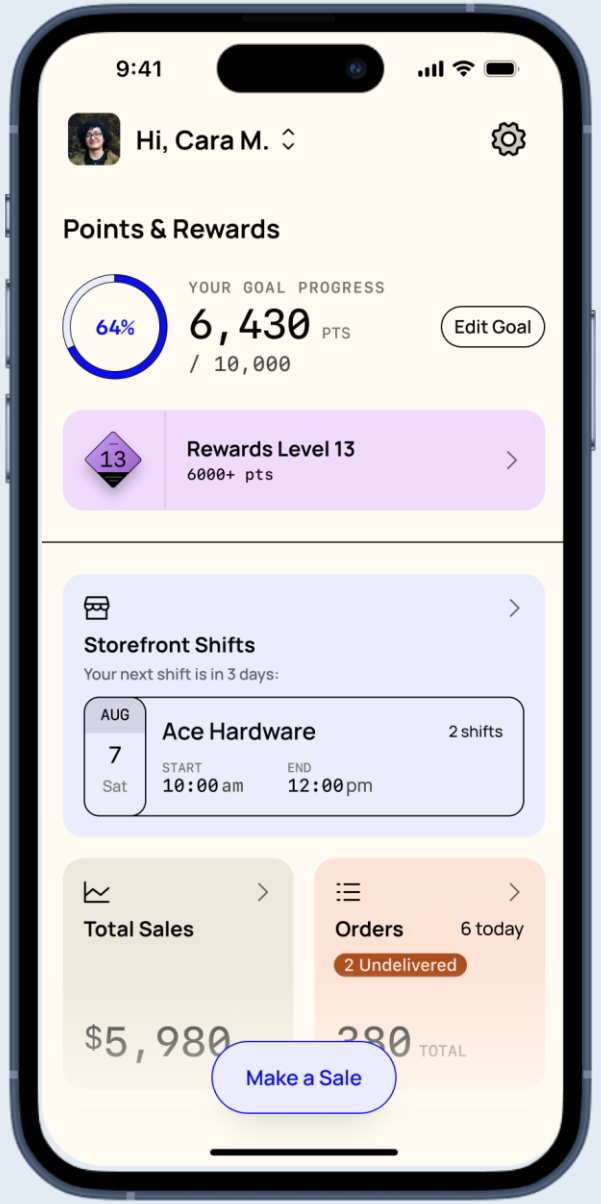
- Point of Sale System
- Saves time and easy to use
- Google Play & Apple App Store
- Tracks real-time Scout sales/inventory
- Manages storefront shifts
- Accepts credit cards (85%+) and cash
- All CC Fees paid by TE
- Tap to pay directly through phone



Trail’s End App

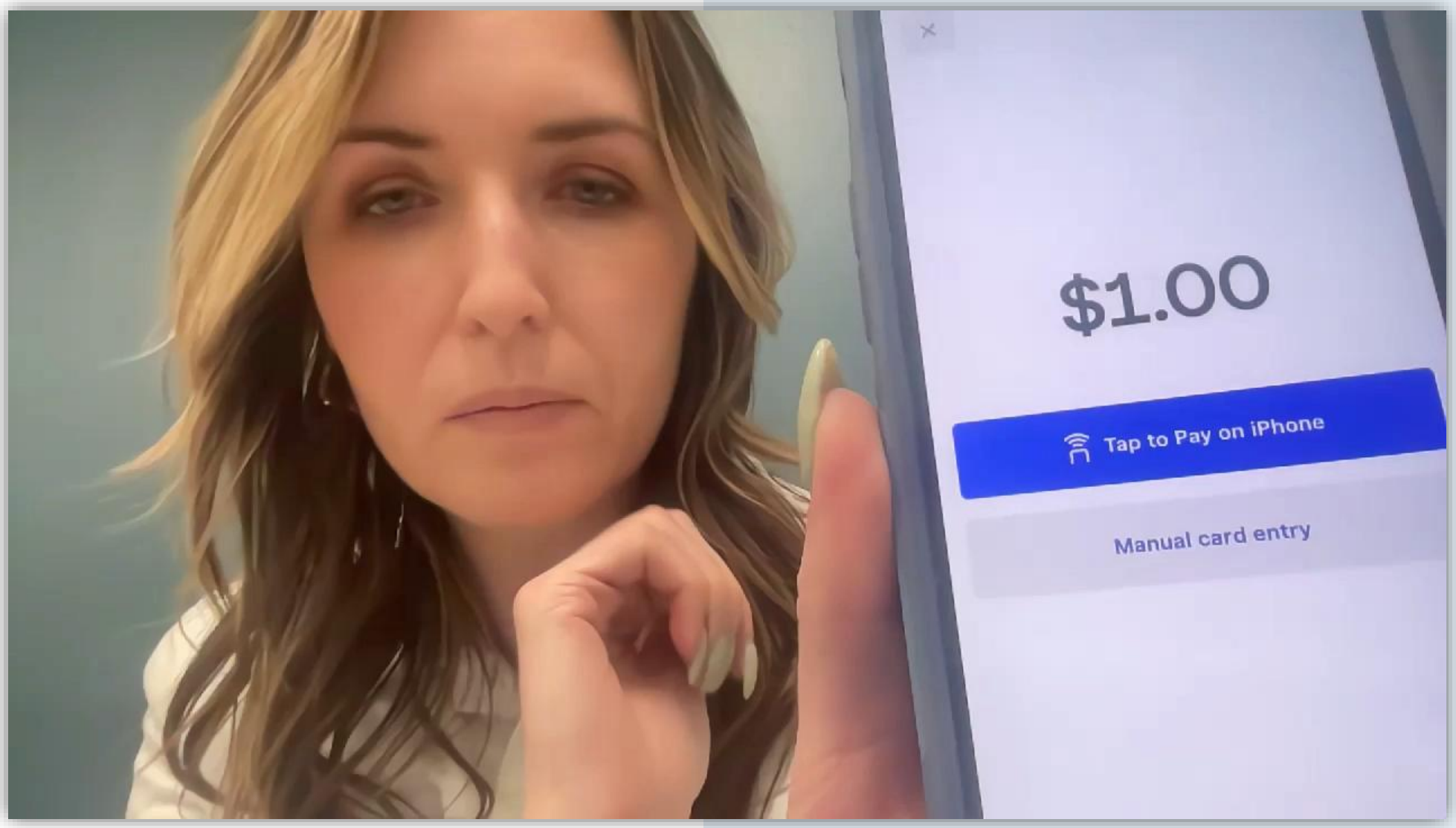
App Refresh

- ✓ Single screen for all key actions:
  - Make a sale
  - Goal and rewards
  - Cash to Credit
  - Storefronts
  - Sales data
  - Orders
  - Online sales
  - Training



TRAIL'S END TECHNOLOGY

TAP TO PAY DEMO



Trail's End®

2025 STOREFRONTS™

670,000 HOURS AT 7,000+ LOCATIONS WILL BE AVAILABLE FOR ALL UNITS!

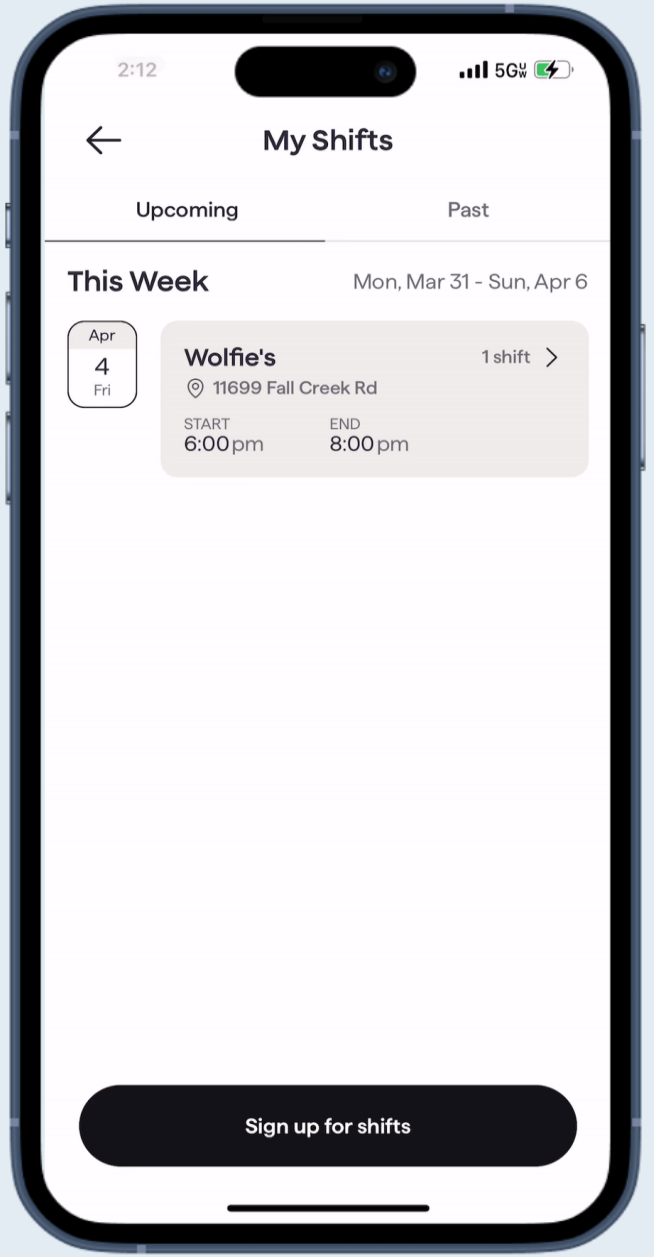
Every hour will have $300 potential based on foot traffic and trained Scouts!

- 860,000 total booked hours by Trail's End:
  - 670,000 available for all Units!
  - 190,000 hours pre-assigned to VIP units ($20k+).
  - All units reserve earlier this year on 2nd day.

RESERVATION SCHEDULE

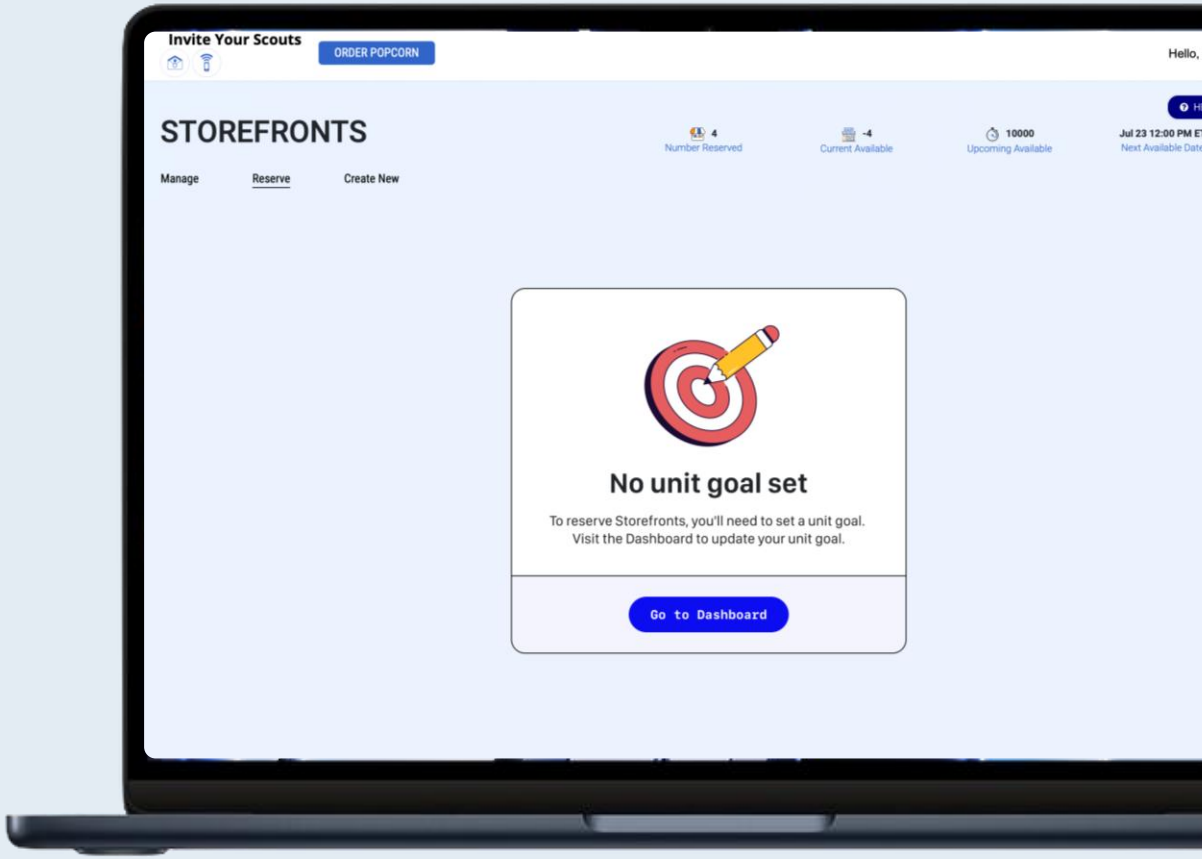
8 PM EST	2024 SALES	RESERVATIONS
July 22	$10k+	4
July 23	All Units	2
July 24	All Units	Unlimited

PROVIDING MORE FUNDRAISING OPPORTUNITIES FOR ALL UNITS AND SCOUTS!



STOREFRONT EFFICIENCY

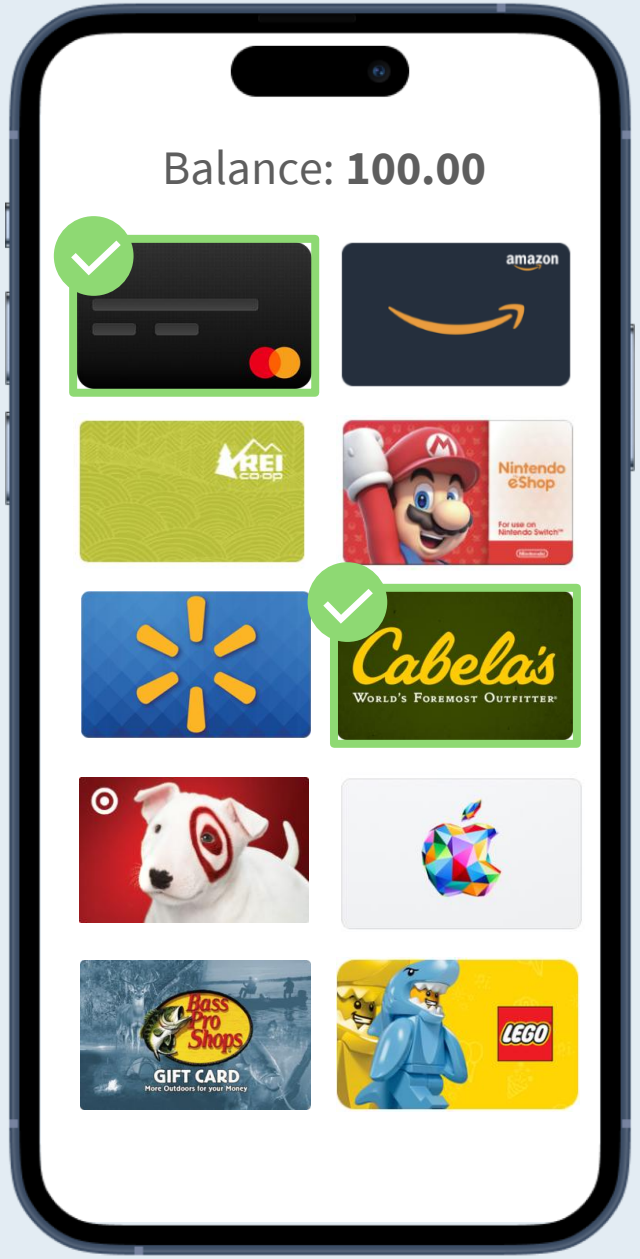
- ✓ Updated reservation time – 8 pm (ET)
- ✓ Goal required to reserve storefronts
- ✓ Guidance on storefront hours needed to reach goal
- ✓ **Shifts with 0 Scouts signed up will auto-release on Thursdays at 8 pm (ET) for Fri - Sun reservations**
  - 38% of weekend hours claimed in 2024 were not used by Scouts
  - Many shifts were “no shows” last year, this will help!



TRAIL'S END APP

SCOUT 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!**

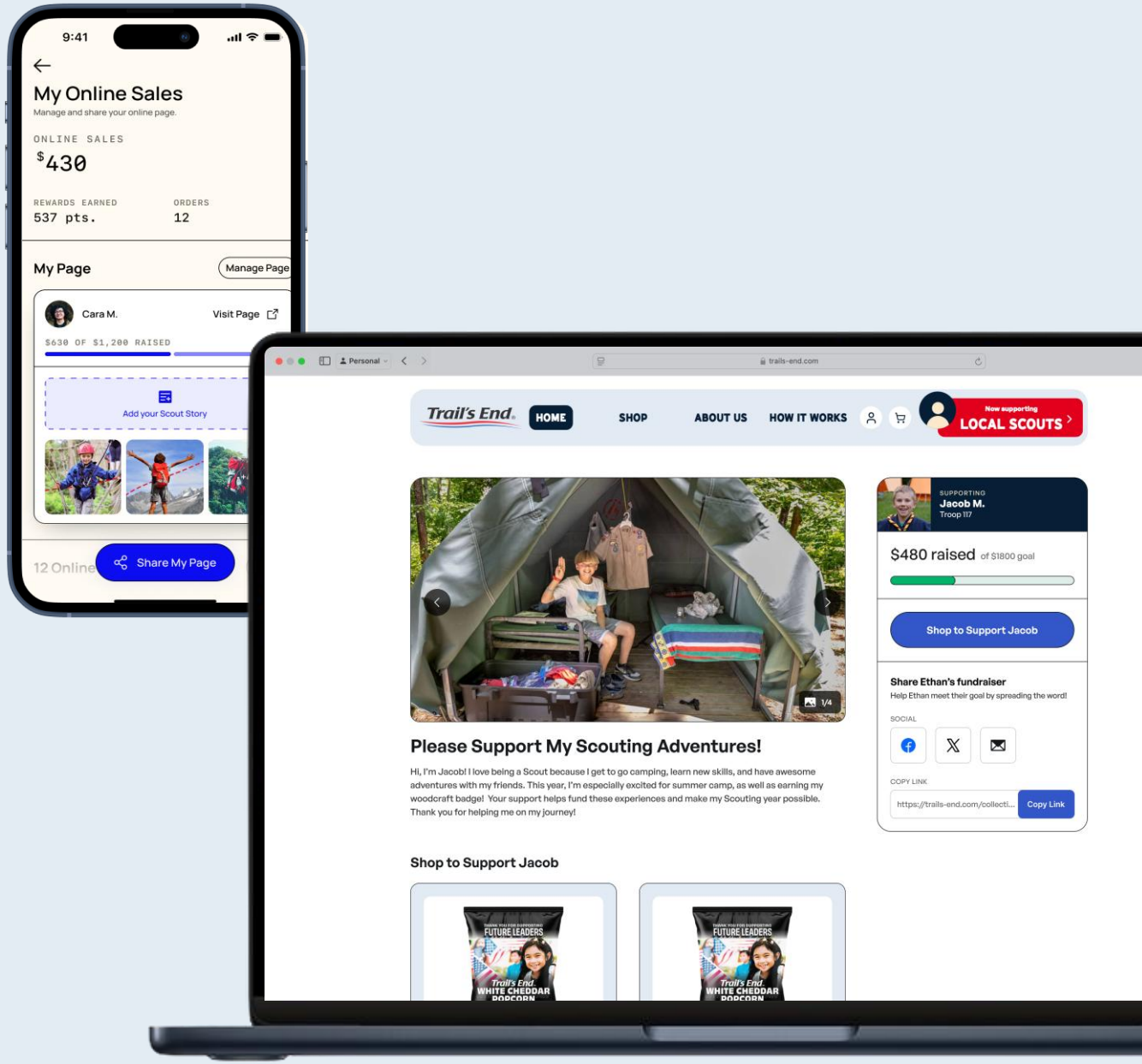


AMAZON
TARGET
WALMART
PREPAID MASTERCARD
DICK'S SPORTING GOODS
NINTENDO
GAMESTOP
BASS PRO SHOPS
CABELA'S
APPLE
LEGO
XBOX
PLAYSTATION

Trail’s End 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
- ✓ Redesigned Scout pages that:
  - Emphasize the Scout and their story
  - Allow consumers to share the Scout’s pages with their network



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 Contacts

Council Popcorn Kernel:
Susan Ward
Email: susank76@aol.com
Phone: 734-812-0923

Sale Advisor:
Amanda Schaedig
Email:
Amanda.Schaedig@scouting.org
Phone: 740-255-1092

Trail's End®

THANK YOU!

Comments and Questions?