

Ideal Year of Scouting! 2026

Northeast Georgia Council



The Ideal Year

Trail's End®

How Would You Like?

- More parents involved?
- More time for Scouting activities?
- Enough money to do all your activities for an entire year?
- Fewer fundraisers?
- Scouting to be simpler, easier, and more fun?



PLAN

BUDGET

COMMUNICATE

SUCCESS

Have Your Ideal Year of Scouting!



PLAN

BUDGET

COMMUNICATE

SUCCESS

Create Unit Success Early

The Unit Committee should:

- Layout a plan for the year
- Develop a budget for the plan
- **Communicate your plan with all parents**

KISMIF - KEEP IT SECRET MAKE IT FAIL

- Give parents a way for youth to earn their Scouting year fees
- Encourage parent involvement



Unit Yearly Plan

- Create a theme for each month (easier with newer Cub Scout Handbooks)
- Outline meetings/outings around each theme
- Packs plan a minimum of 2 outings
- Troops/Crews plan a minimum of 6 outings



PLAN

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Unit Yearly Plan

Theme Ideas:

- Pack Party, Camping Skills, Carnival, Fire Safety Holiday Party, Magic Show, Care Packages, Bike Rodeo, Flag Retirement, Crossover
- Troop/Crew Party, Biking, Hiking/Camping Food Drive, Skiing, Museums, Scout Skills Competition, Help a Pack, Outdoor Cooking Challenge, Summer Camp
- Think of ideas outside the box (brainstorm with youth as well)

NO Bad Ideas



Unit Annual



- Use a program planner/budget template
- List approximate costs for each month
- Determine unit dues
- Set a fundraising sales goal for each Scout based on dues and activities

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Unit Annual



Pack 282 2020 - 2021 Program Planner

ONLY ENTER DATA IN HIGHLIGHTED SPACES
1. Enter all your activities and costs <u>per Scout</u> under each month.
2. Enter your number of Scouts and unit commission %.
3. Fill in the five shaded fields at the bottom of the sheet.

Unit Type and Unit #	282
Number of Scouts in Unit	65
Adult Leaders	12
Pack Dues	\$80.00
Unit Commission %	37%

September		October		November	
Activities	Cost	Activities	Cost	Activities	Cost
Den Meetings	\$0.00	Den Meetings	\$3.00	Den Meetings	\$3.00
Pack Meeting	\$5.00	Pack Meeting	\$3.00	Pack Meeting	\$3.00
		Fall Family Camping	\$25.00	Iserve	\$0.00
Total Cost	\$5.00	Total Cost	\$31.00	Total Cost	\$6.00

December		January		February	
Activities	Cost	Activities	Cost	Activities	Cost
Den Meeting	\$1.50	Den Meetings	\$3.00	Den Meetings	\$3.00

Excel budget template is available on the web at:

www.NEGA-BSA.org/Popcorn

PLAN

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Unit Annual



September		October		November	
Activities	Cost	Activities	Cost	Activities	Cost
Den Meetings	\$0.00	Den Meetings	\$3.00	Den Meetings	\$3.00
Pack Meeting	\$5.00	Pack Meeting	\$3.00	Pack Meeting	\$3.00
		Fall Family Camping	\$25.00	Iserve	\$0.00
Total Cost	\$5.00	Total Cost	\$31.00	Total Cost	\$6.00

December		January		February	
Activities	Cost	Activities	Cost	Activities	Cost
Den Meeting	\$1.50	Den Meetings	\$3.00	Den Meetings	\$3.00
Pack Meeting	\$3.00	Pack Meeting	\$10.00	Pinewood Derby	\$10.00
Registration	\$66.00	Winter Service	\$0.00	Blue/Gold	\$5.00
				Scout Sunday	\$0.00

PLAN

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Unit Annual



March		April		May	
Activities	Cost	Activities	Cost	Activities	Cost
Den Meetings	\$3.00	Den Meetings	\$3.00	Den Meetings	\$1.50
Pack Meeting	\$2.00	Pack Meeting	\$2.00	Advancement Program	\$3.00
Spring Service	\$0.00	Spring Pack Outing	\$25.00		
Total Cost	\$5.00	Total Cost	\$30.00	Total Cost	\$4.50

June		July		August	
Activities	Cost	Activities	Cost	Activities	Cost
Summer Pack Fun Day	\$10.00	Summer Family Camping*	\$25.00		
Total Cost	\$10.00	Total Cost	\$25.00	Total Cost	\$0.00

PLAN

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Unit Annual



Total Cost	\$10.00	Total Cost

\$0	Registration
\$195	Insurance
\$432	Leader Fees
\$1,155	Pack Tee
\$650	Adventure Loops
\$260	Advancements
\$350	Popcorn Expenses
\$3,042	Total Expenses

PLAN

BUDGET

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SUCCESS

Unit Annual



Unit Total Activity Cost & Expenses	\$16,235.00
General Pack Expenses	\$977
Total Scouting Year Cost	\$17,212
Scout Total Activity Cost & Expenses	\$264.80
Pack Dues	\$5,200
Camp Card Offset	\$1,625
Registration Fees	\$0
Unit Sales Goal	\$42,127
Scout Sales Goal	\$648.11
Unit Commission	\$15,587.00

Communicate The Plan

- **Develop a Unit Binder and give one to each Scout Family**
Key Contacts, calendar, budget, uniform requirements
parent expectations, rank requirements & resources
- **Use Scouting Software Apps** (Scout Book, my.Scouting.org)
Schedule, communicate, track achievements, money accounts
- **Hold a Parent Meeting**
Share the unit plan during a meeting with parents. Go over
volunteer needs and what is the expected parent involvement in
the unit.



Fund The Year

- Develop a plan for Scouts to **EARN** their way
- Minimize the number of fundraising efforts
- Maximize the commission/unit earnings from the fundraiser
- Make the fundraiser fun for the youth and easy for the parents



Why Units Sell Popcorn

- Easy to sell with great incentives
- No upfront costs, low risk to units
- High commissions earned
- Easy access to sales and product help
- Take credit cards without fees



Units

Why ^ Really Sell Popcorn

- Exciting localized programming
- Cool pack prizes
- Provide parents a way to fund their youth's experience

Achieving Your Goals

- Develop a Popcorn Committee
- Create handouts with key points for parents
- Create a flyer of prizes for the youth
- Use **ALL** available sales methods

INCLUDE EVERYONE



Achieving Your Goals

Your Popcorn Committee

- **Popcorn Chair** – Point of Contact for unit and orders popcorn/prizes
- **Unit Treasurer** – Keeps track of money from sales
- **Show and Sell Lead** – Schedules and promotes Show and Sell
- **Distribution and Sorting Team** – Organizes popcorn for show and sell as well as take order product

Achieving Your Goals

Create handouts with key points for parents

- **Why we are selling** – What are the funds used for
- **Important dates** – When the different methods start and end
- **What Scout gets** – What level of sales pays for what or achieves a specific prize level
- **Who to contact** – Contact numbers and emails for questions

NO SECRETS



Achieving Your Goals

Create a flyer of Unit prizes for the youth

- **Have several prize levels** – Start at \$100 in sales, do not set a limit
- **Make sure every Scout can earn every prize**
- **Fun prizes** – Select prizes that the youth would like to earn
- **Earn unit dues** – Make the goal for each Scout to earn their dues
- **Support Scout accounts** – Allow for options of putting money towards Scout accounts instead of prizes



Achieving Your Goals

Use ALL available sales methods

- **Show and Sell** – Order product ahead of time and sell at storefront locations around town
- **Wagon Sales** – Door to door around the neighborhood with select show and sell product
- **Take Order** – Order product to deliver at a later date
- **Online** – Sell to friends and family online

Use the APP

- App is for Scouts to use to sell
- Download the APP <https://qrco.de/trails-end>
- Available in the App Store or Google Play Store
- Scouts earn extra points towards prizes because of credit card sales. 4 points per dollar sold through the App using credit cards
- 1 Point for American Heroes Donations through the APP

Ideal Year of Scouting Recap

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 = 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!



PLAN

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PROJECTS PROVIDED BY POPCORN



Since 2006, more than \$5,400,000 has been spent on camp properties projects using the council portion of the proceeds from the annual popcorn sale



- Only Council to use majority of Popcorn proceeds for properties

Northeast Georgia Council Sale Results !

Trail's End[®]

- **Popcorn Sale \$1,685,703 (Biggest Sale Ever)**
 - **133 Units Selling**
 - **Increase of \$200,858 or 12% from 2024 sale!**
 - **Units Commission \$595,681 – up almost 14%**
 - **American Heroes Donations - \$490,210 #1 In The Nation!!!**



Northeast Georgia Council Sale Results !

Trail's End[®]

- **Traditional sale = \$1,456,415**

\$1,199,878 in Credit Card sales or 84.03% of sale

(Trail's End Pays All Credit Card Expenses if you sell in APP)

- **Online sale = \$227,636 (up \$42,866 from 2024)**

- **Total = \$ \$1,685,703**



Unit Successes! Those that sold did well!!!

Trail's End®

Unit Successes:

- 1 Unit sold over \$119,000
- 3 Units sold over \$80,000
- 7 Units sold over \$60k!
- 25 Units sold over \$20k!
- Those 25 Units sold \$1,158,878
(68.75% of the TOTAL sale)
- 40 Units sold over \$10,000 (Up from 32 in 2024)



Unit Successes! Those that sold did well!!!

Averages of Units by District

- Apalachee - \$11,203
- Sweetwater - \$14,078
- Cherokee - \$6,910
- Chattahoochee - \$18,823
- Currahee - \$9,662
- Etowah - \$15,069
- Mountain - \$859



Champions!

Trail's End®

Scout Successes:

- **478 Scouts (25% of Selling Scouts) sold \$1,000 or more and made up 69% of the sale!**
- **123 Scouts sold more than \$3,000**
- **Top Council seller sold \$30,308 was #12 in the Nation!!**
- **Scouts who sold both traditional and online averaged \$977**



ALL Units NEED to Register to Sell

Trail's End[®]



You only need one login

Cannot place an order until you log in and set a GOAL and complete Onboarding



Login for Unit and Scout

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

- Link to download app and set up profile for Online Sales
- Scouts' login process to the app has not changed.

Unit Leaders: <https://portal.trails-end.com/>

Consumers: <https://trails-end.com/>



PRODUCTS

Products

- All Products are \$20 except Microwave Unbelievable Butter
- New- Sea Salt Popped Popcorn in bag 
- Popping Corn Retired 

Council Products 2026

PRODUCTS

Sweet and Salty
Kettle Corn

\$20



Five Delicious Popcorn
Products Available in
2026

White Cheddar

\$20



Sea Salt Popped
Corn

\$20



12pk Unbelievable
Butter Microwave

\$25



Salted Caramel

\$20



American Heroes 2026

PRODUCTS

Trail's End®

Support Scouting with a Donation to American Heroes

Send a gift of popcorn to our first responders, military men and women, their families, and veteran organizations

#1 In Nation



ONLINE PRODUCTS FROM 2025

New Products Available July 1



Right Now
Trees 40%

Trail's End[®]



**Campfire Blend
Coffee K-Cups**
32 cups



**Original
Beef Jerky**



**Dark Chocolate
Salted Caramels**



**Online Lineup Changes
throughout the sale.
Available year-round
Subject to change**



**Frosted Snowflake
Pretzels**



**Peppermint
Bark**



American Heroes & Helpers Donations

Donations in App will be automatically processed nightly & reflected on Unit orders, eliminating manual ordering, and saving time!





COMMISSIONS

NEW

COMMISSIONS

ONLINE COMMISSION is 30%

- ✓ **Base commission is 30%**
- ✓ **Unit will receive 2% commission if they order 60% of what they picked up in SNS in (minimum \$2,000). Ordered by July 18**
- ✓ **Units will receive 2% commission for attending one of the three Ideal Year of Scouting Brunches**
- ✓ **Units will receive 2% commission if their sale (Recorded at the end of by the Council) increases over by 8%. Minimum \$2000**
- ✓ **Units will receive 1% commission for attending the August 6 or 13th Kickoff***
- ✓ **Commission will be calculated at the end of the sale – on or after November 4th**

NEW



REWARDS



Sell \$20

Rewards



Sell \$50



Sell \$1,000



Sell \$100/\$250/\$500

[illegible]

**Ordered by Unit from Council at the end of the sale between
November 16 and December 7th. Along with \$1000 Club Pin and AH Rewards
Popcornbonusrewards@gmail.com
Rewards mailed to the Unit**

American Heroes REWARDS

Trail's End®



Rewards

American Heroes is a UNIT Award

Total Unit American Heroes donations collected is divided by total number of selling scouts

If average equals \$50 and up every Scout earns patch

If average equals \$100 to \$259 every Scout receives patch and \$100 pin

If average equals \$250 to \$499 every Scout receives patch and \$250 pin

If average equals \$500 and over every Scout receives patch and \$500 pin

Ordered by Unit from Council at the end of the sale between

November 16 and December 7th. Along with Sale Patch and \$1000 Club Sales

Reward

Popcornbonusrewards@gmail.com

Rewards mailed to the Unit

Trail's End[®]

HEROES & HELPERS 2025 IMPACT



385,000+ BAGS

and cartons of Trail's End popcorn were delivered to Active Military, Veterans, Local Food Banks, Fire/Police/EMT, and Homeless Shelters



66,000+ SCOUTS

collected Heroes & Helpers Donations — helping fund their Scouting dreams



\$800,000+^{*} REWARDS

earned by Scouts from Heroes & Helpers donations

*estimated

Any \$ donation should be reported into the heroes and helpers program!

- Scouts earn an additional 1 bonus points per donation for Heroes and Helpers
- Parents can add cash to credit by end of shift
- Leaders have three days to add cash to credit

RETURNING

REWARDS

REWARD OPTIONS* - PICK ONE OR MULTIPLE!

AMAZON, TARGET, WALMART, PREPAID MASTERCARD®,
DICK'S SPORTING GOODS, NINTENDO, REI, GAMESTOP, BASS PRO
SHOPS, BEST BUY, CABELA'S, APPLE, LEGO, XBOX, AND PLAYSTATION

Add Your Own Prize Program

The more they can earn, the More they will sell!!!



Cards – Points Earned

Trail's End[®]

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**

Rewards must be redeemed in the APP by **March 31, 2027**

Gift Cards – Points Earned



Trail's End[®]

NEW

Simple & Real-time

Scouts earn \$0.01 per point—easy to track and calculate

Earn between levels

Bonus points for reaching sales levels

Credit earns 4x more than Cash

+1 bonus point for Heroes and Helpers

NEW



Rewards – Points Earned

Trail's End[®]

NEW

Choose the prizes you want by recording sales in the Trail's End App and collecting points towards eGift Cards and Prepaid Cards

In 2025 , more than 84% of Popcorn Sales, in Northeast Georgia, were paid for with a credit card.

**BEST
PRACTICE**

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.

Rewards must be redeemed in the APP by June 30, 2027

Trail's End Rewards



**EARN MORE WITH
ONE SCOUT & PARENT
STOREFRONT SHIFTS**

**BEST
PRACTICE**

Council Rewards 2026 – Dollars Sold

Trail's End®

\$2,000 CLUB
URBAN AIR PARTY
JANUARY 9, 2027



\$3,000 CLUB
SPIN TO WIN PARTY
JANUARY 30, 2027

\$1000 CLUB
CLUB PIN



CUMULATIVE

**Units should add own Unit
Prize Program**

**The more a Scout can earn
the more they will sell!!**

- ❖ Unit Popcorn Chairman and Top Unit Leader will each earn a Recognition **TBD**
- ❖ 37% commission and paying for product on time
- ❖ **Recognitions will be given out at the December Roundtable**





HOW???

What to Do!

Scout **Trail's End®**
Fundraising

Log Into the Leader Portal

- ✓ Complete "Plan Your Fall Fundraiser"
- ✓ Trail's End will 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

Plan and Hold A Unit Kickoff Throughout the Sale

- ✓ Have Scouts use the Trail's End App
- ✓ Order and track inventory in the Portal

Promote Online Sales Promote American Heroes Donations

Motivate your Scouts with Trail's End Rewards

- ✓ Plan a Unit Prize Program

When the Sale Ends

Submit Scout Rewards Request
your Unit Payout
Celebrate and enjoy your
Scouting 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 <https://trails-end.com>

- 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.



How to Sell \$1,500 in 5 Hours

15
MINS

ONLINE

- Personalize your fundraising page
- Share your page with family and friends.
- \$65 avg order

4 orders @ \$65 =
\$260

4
HRS

STOREFRONT

- Sign up and sell for 2 storefront hours in the Trail's End App. \$300 sales / hour!

4 hours @ \$300 =
\$1,200

45
Mins

WAGON

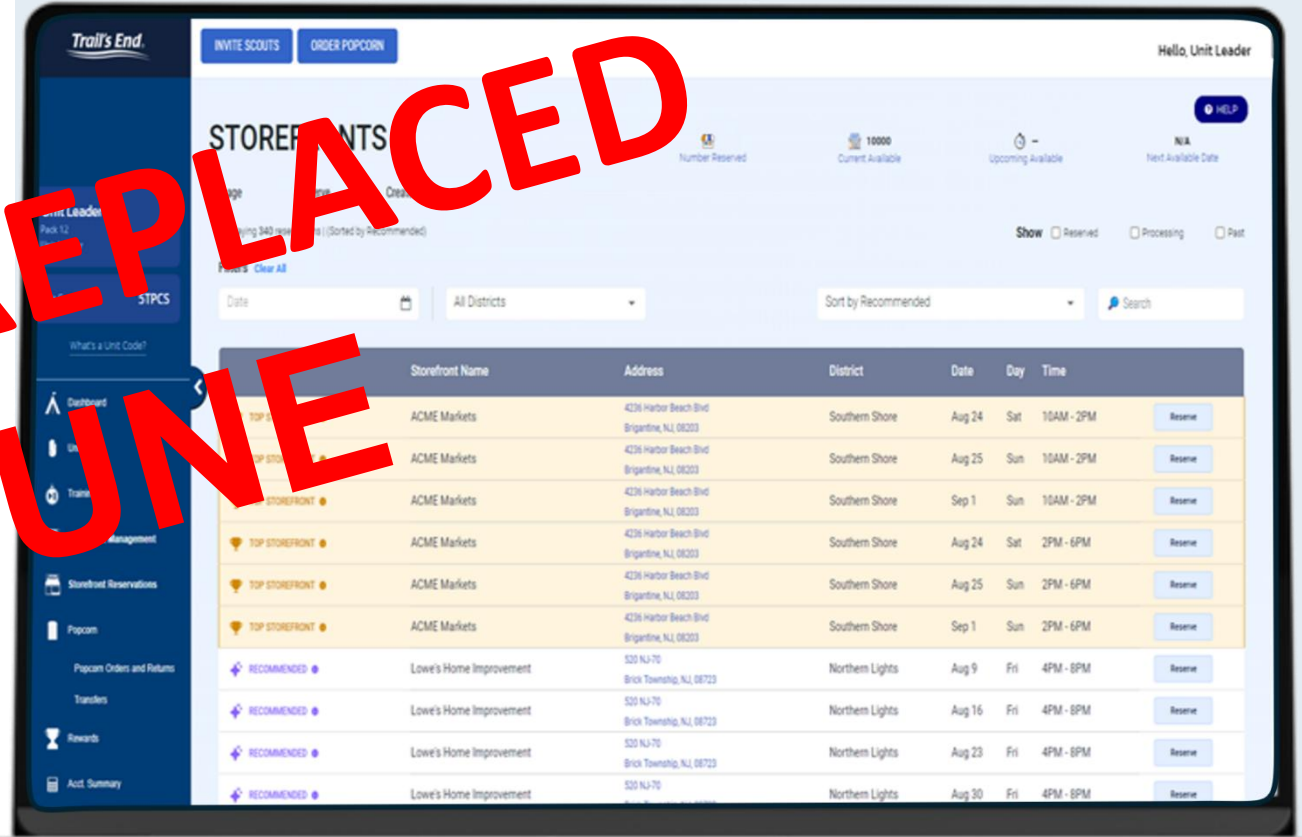
- Go door-to-door in your neighborhood, with or without product, and ask for support.
- \$125 avg sales / hour

45 minutes @ \$100
= **\$100**

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

**WILL BE REPLACED
In JUNE**



TRAIL'S END TECHNOLOGY UNIT PORTAL

UNIT

Pack 101

Northeast Georgia Council

FUNDRAISER

Active

2026 Selling Campaign

Home

Scouts

Storefronts

Sales

Orders

Inventory

Finances

Reports

Program Overview

Support & Resources

Settings

WH Wanda Herring

wherring@bsamail.org

Home

Welcome back to your Trail's End Leader Portal 🍌

Start Onboarding 0/11

Unit Sales Goal

Progress toward your 2026 target

Edit Goal

Adventure Plan

\$0

No sales goal set

0%

No goal set

Annual Rankings

National #346

Council #4

District #1

Next Up

Upcoming events and deadlines

Program Overview

JUL 3, 2026

Unit Onboarding Deadline

Deadline to complete onboarding. This information is used to help prepare for an effective sale and is required for auto-assignment.

JUL 6, 2026

Storefront Auto Assignment

Units will be auto-assigned storefront hours to help jump start the planning process with less effort.

JUL 8, 2026

Storefront Claiming Opens

When manual storefront selection will open for all units in the council.

Storefronts

Your auto-assigned hours and reservation budget

View Storefronts →

AUTO-ASSIGNED HOURS

TOTAL BUDGET

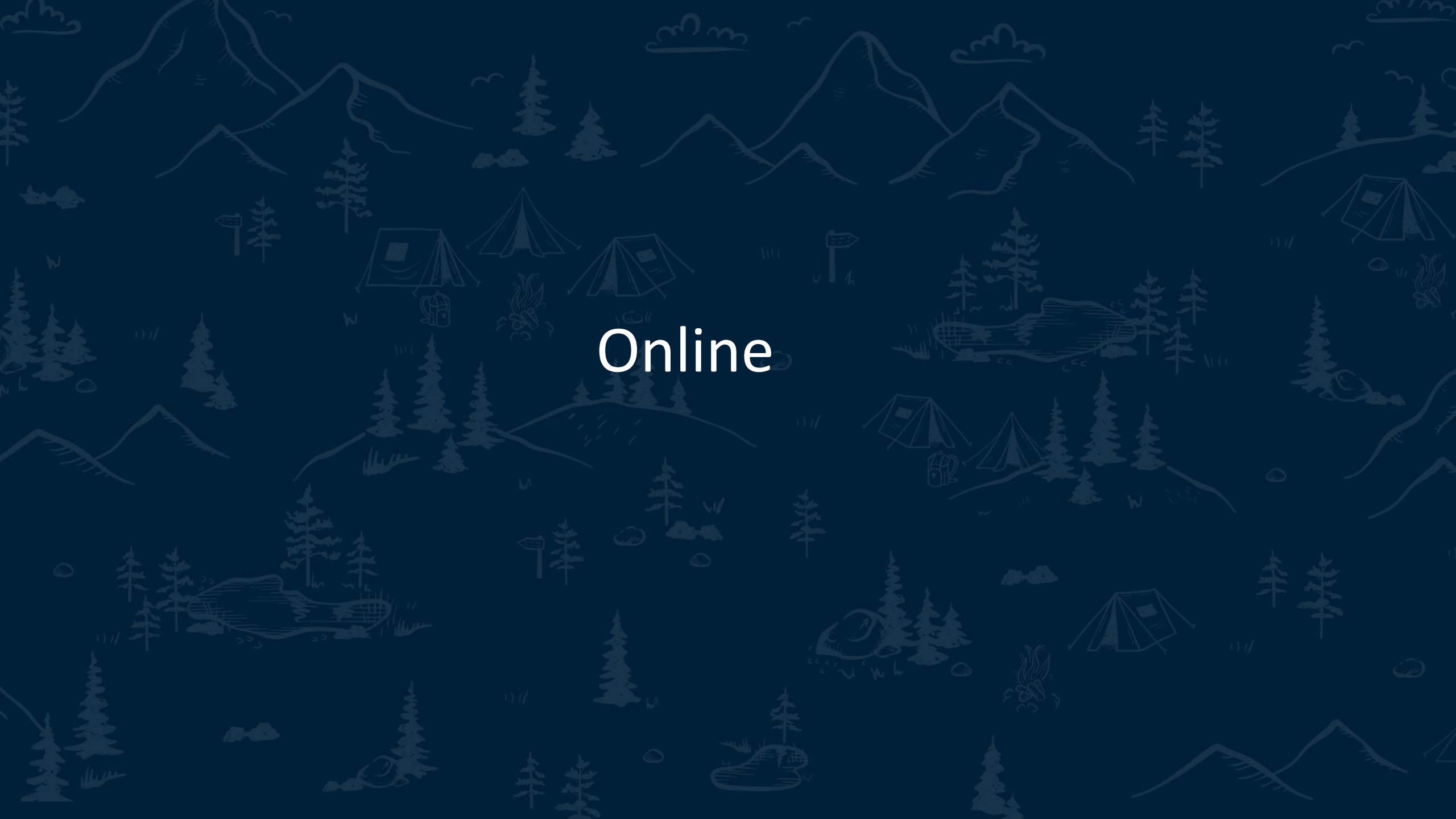
Scout Pitch

- 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."



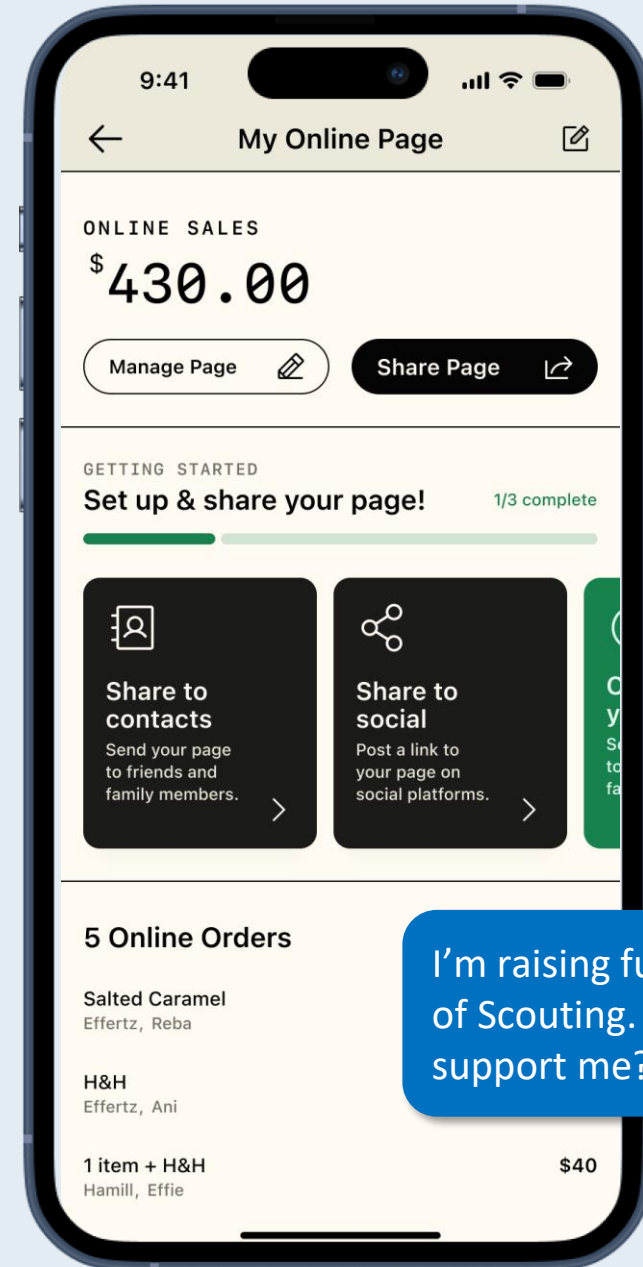
Online

TRAIL'S END APP

ONLINE SALES

AVAILABLE YEAR ROUND

- ✓ Scouts are guided to personalize their online page
- ✓ Easy sharing with best practices to get started

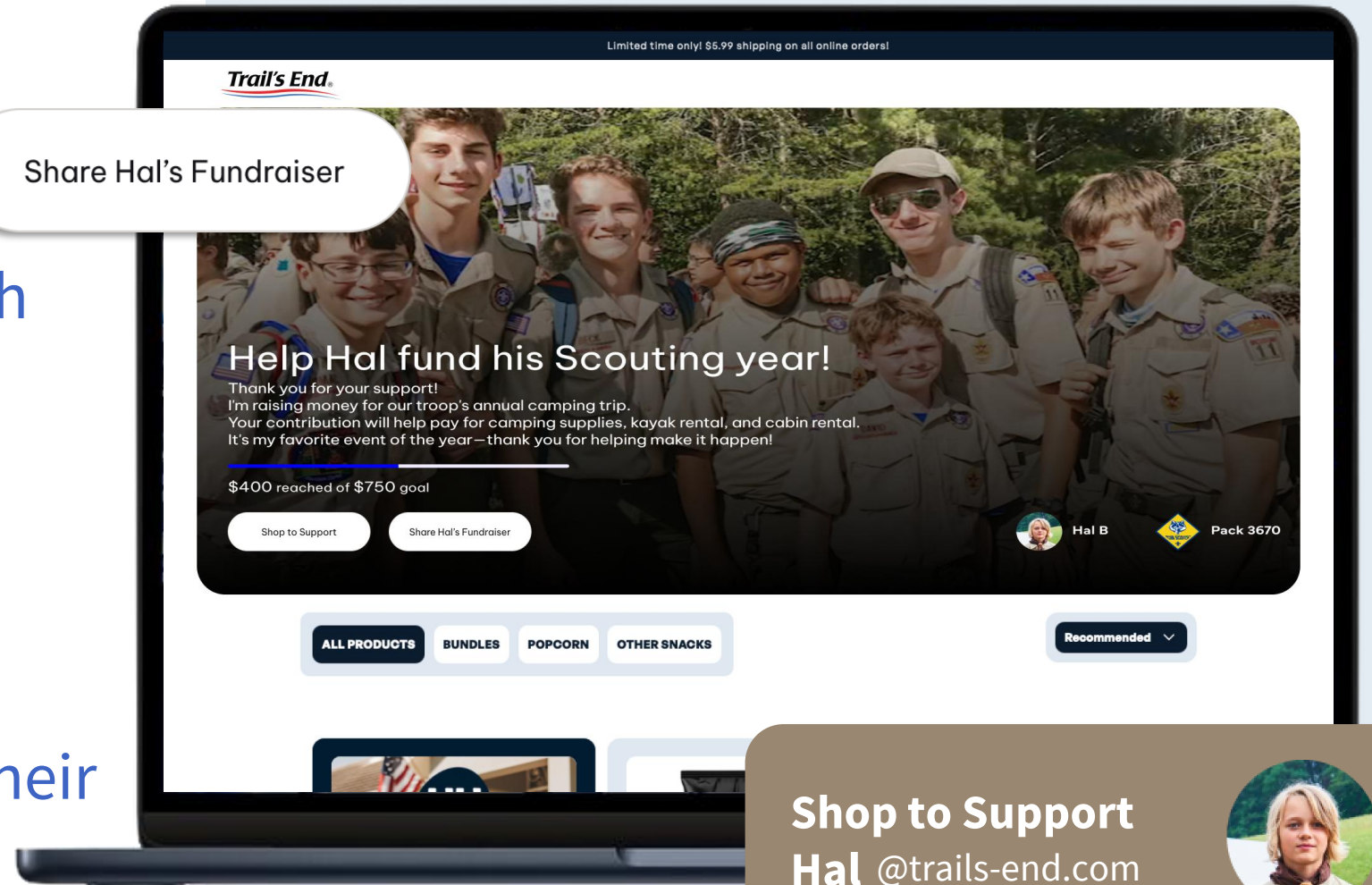


I'm raising funds for my year of Scouting. Would you support me?

FOR SCOUTS ONLINE SALES

- ✓ Scout's story is shared with their customers
- ✓ Consumers can share the fundraiser with others in their network

Share Hal's Fundraiser



Shop to Support
Hal @trails-end.com



New Shopify Overhaul

- Consumers can create accounts
- Upgraded order tracking
- Dynamic marketing abilities
- Bundle Deals



Quick Fundraising

- New Training shorts, more simplification.
- Great for on-the-go families – reach out to your contacts all over the USA!

- **Online Direct Sales** help Units who wish to supplement the traditional storefront and door-to-door methods of selling.
 - **Reach customers all over the country**
 - **Online Direct sales receive 30% commission to Units.**
 - **Flat Shipping - \$7.99 pr order**
 - **Customers can track their own order**
 - **Online products are different from Take Order lineup.**
- **Help Units reduce the risk of having unsold product at the end of the sale.**

Trail's End Online Direct

Trail's End®

BENEFITS FOR SCOUTS

- **Share their personal fundraising page** using the Trail's End App.
Each Scout has own account and can send emails from his/her page
- **Higher Sales:** The average sale is \$67, vs \$22 traditionally
- **No handling** of cash or products
- **NO face-to-face** contact
- **Sales count** for Trail's End Rewards
- **Exclusive** promotions
- Unit does not touch!!!!!!!



Wagon Sales

Wagon Sales (with or without product)

Trail's End®

DOOR TO DOOR

- Sell to your close neighbors and friends
- Scouts have averaged \$250 per hour in sales
- Have product on hand so no need to go back to deliver. Use the app to manage the sale.
- Scouts can take a credit card, fees paid by Trail's End, for higher sales.
- Scouts can take orders to deliver at a later date.
- Scouts can take Online Direct sales.

FRIENDS, FAMILY, WORKPLACE

- Use the app to take and manage orders.
- Using the online platform, no handling of product.
Take the order in app and Trail's End ships direct.

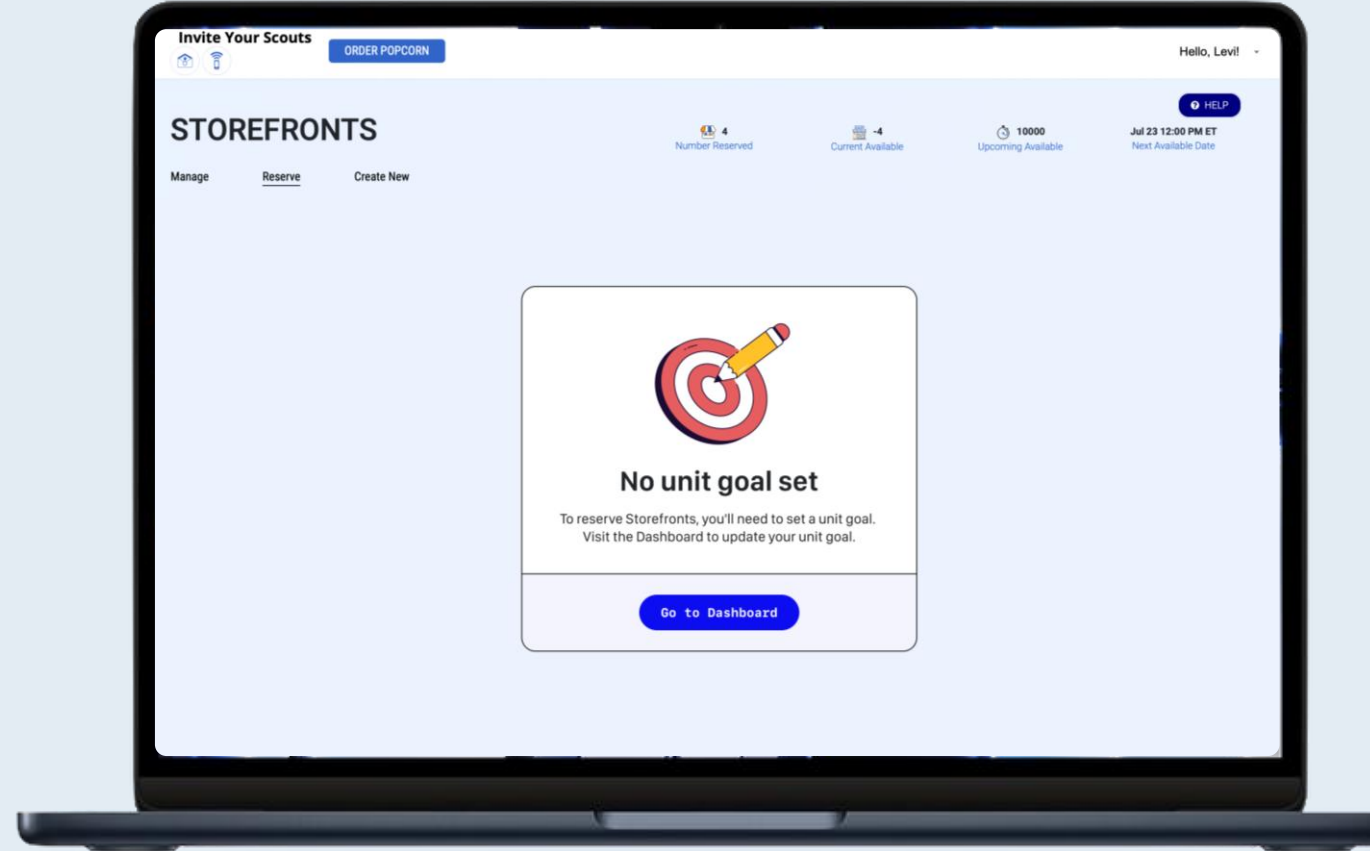




SHOW N SELL

STOREFRONT EFFICIENCY

- ✓ **ONBOARDING** required to receive storefronts
- ✓ **Onboarding** required to reserve storefronts
- ✓ **Guidance** on storefront hours needed to reach goal
- ✓ **Auto-release** on Tuesdays at 8 pm (ET) for Fri - Sun reservations



Trail's End Storefronts!

Trail's End®

**Lowe's Home
Improvement
Tractor Supply Co
Kroger
Ace Hardware
Sam's Club
Walmart** (booked closer to sale date)

**Units able to enter
their own
locations booked
now!!**



**Units begin
selecting locations
on July 8
Over 23,000
already hours
booked!!**



VIP Designation and hours are assigned based on Previous Year Total Sales

VIP Gold -\$60k+ Units

All Hours Assigned- 1:1 Meeting with Storefront team

VIP Silver -\$30-60k Units

~100% of Hours Needed to Reach Goal

VIP Bronze -\$10k to \$30k Units

~50% of Hours needed to reach goal



All remaining Units can receive up to 25 hours preassigned by completing Unit Onboarding before July 8.

Based on an average sale of \$189 per hour

NEW

Onboarding – Set Your Sales Goal

Trail's End.

× Save & Finish Later

2026 Onboarding

- ✓ Commitment >
- 🎯 Pack Goals
- 🏠 Storefronts >
- 👤 Review Pack Leadership
- 📄 Payout Bank Account
- 📋 Review & Complete

Pack Goals

Let's set your **Fundraising Goal** and your **Sales Goal**.
These may be changed at any time throughout the Fundraiser.

Fundraising Goal

\$2,000 Edit

We recommend a Sales Goal of \$5,264 for your Pack.

Your **Sales Goal** is your Pack's shared objective that you'll track your sales progress against. You can change this at any time during the fundraiser.

Your Recommended Sales
Goal is based on your...

- ✓ Budget needs
- ✓ Est. Scout participation
- ✓ Council's cut
- ✓ Pack fundraising experience
- ✓ Pack size



Recommended Sales Goal

Cover 100% of your Pack's Fundraising Goal.

\$5,264

Select Recommended Goal



Custom Sales Goal

Cover 100% of your Pack's Fundraising Goal.

Create Goal



NEW

Onboarding – Choose Your Territory (Driving Radius)

Trail's End®

[X Save & Finish Later](#)

2026 Onboarding

☒ Commitment >☒ Pack Goals☒ Storefronts v☒ Program Opt-In☒ Scouts Per Shift**Central Locator Address**Simultaneous
Reservations

Blackout Dates

Reservations Overview

 Review Pack Leadership Payout Bank Account☒ Review & Complete

Central Locator Address

We want to make sure that you and your Pack are given Storefront recommendations that fit your needs. When you provide a **Central Locator Address** and **Driving Radius**, we can better ensure you see Storefront Reservations that aren't too far away from where you and your Scouts are located.

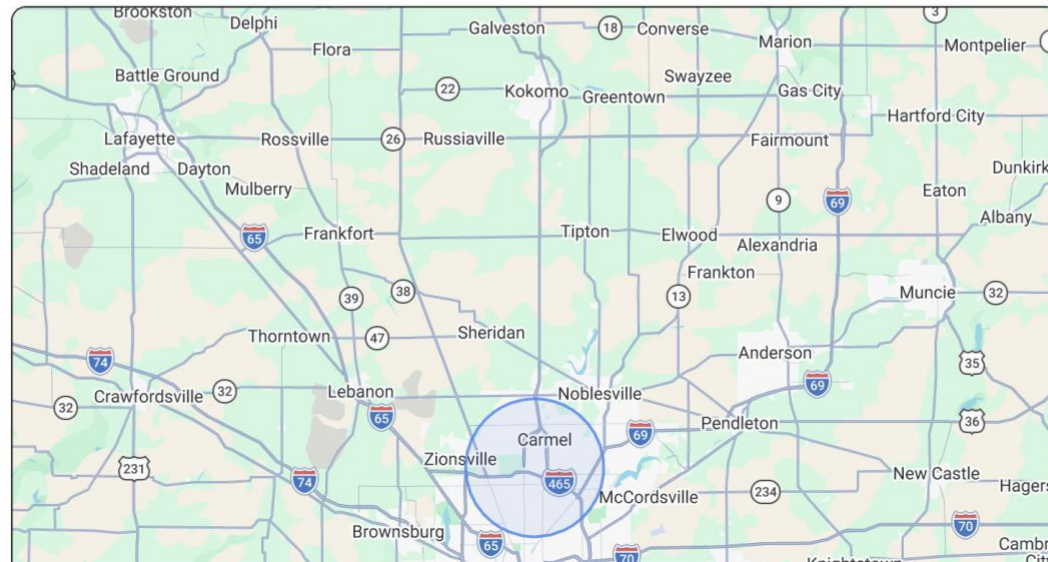
Central Locator Address

Type to search...

Driving Radius

7

miles



Central Locator Address

The **Central Locator Address** is the central point we use to find nearby Storefronts for your Pack. This is typically where most of your Scouts live or meet, such as a school, church, or community center.

Driving Radius

This is the maximum distance from your **Central Locator Address** that you're willing to drive for Storefronts. You may still reserve Storefronts that are outside of this radius, but your recommendations will be within your **Driving Radius**.

Onboarding – Choose Dates You Cannot Sell

2026 Onboarding

✓ Commitment >

✓ Pack Goals

☰ Storefronts >

- Scouts Per Shift
- Central Locator Address
- Simultaneous Reservations
- Blackout Dates**
- Reservations Overview

👤 Review Pack Leadership

🏠 Payout Bank Account

☰ Review & Complete

Blackout Dates

Has your Pack planned any camping trips or other weekend outings?
Is there a certain evening of week that doesn't work for doing Storefront sales?
Sharing which dates your Pack will be unavailable helps us to optimize which Storefront Reservations we show you for claiming.

Please select select all blackout dates for your unit. You may update these at any time.

<

August 2026

>

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Toggle all...

Sundays

Mondays

Tuesdays

Wednesdays

Thursdays

Fridays

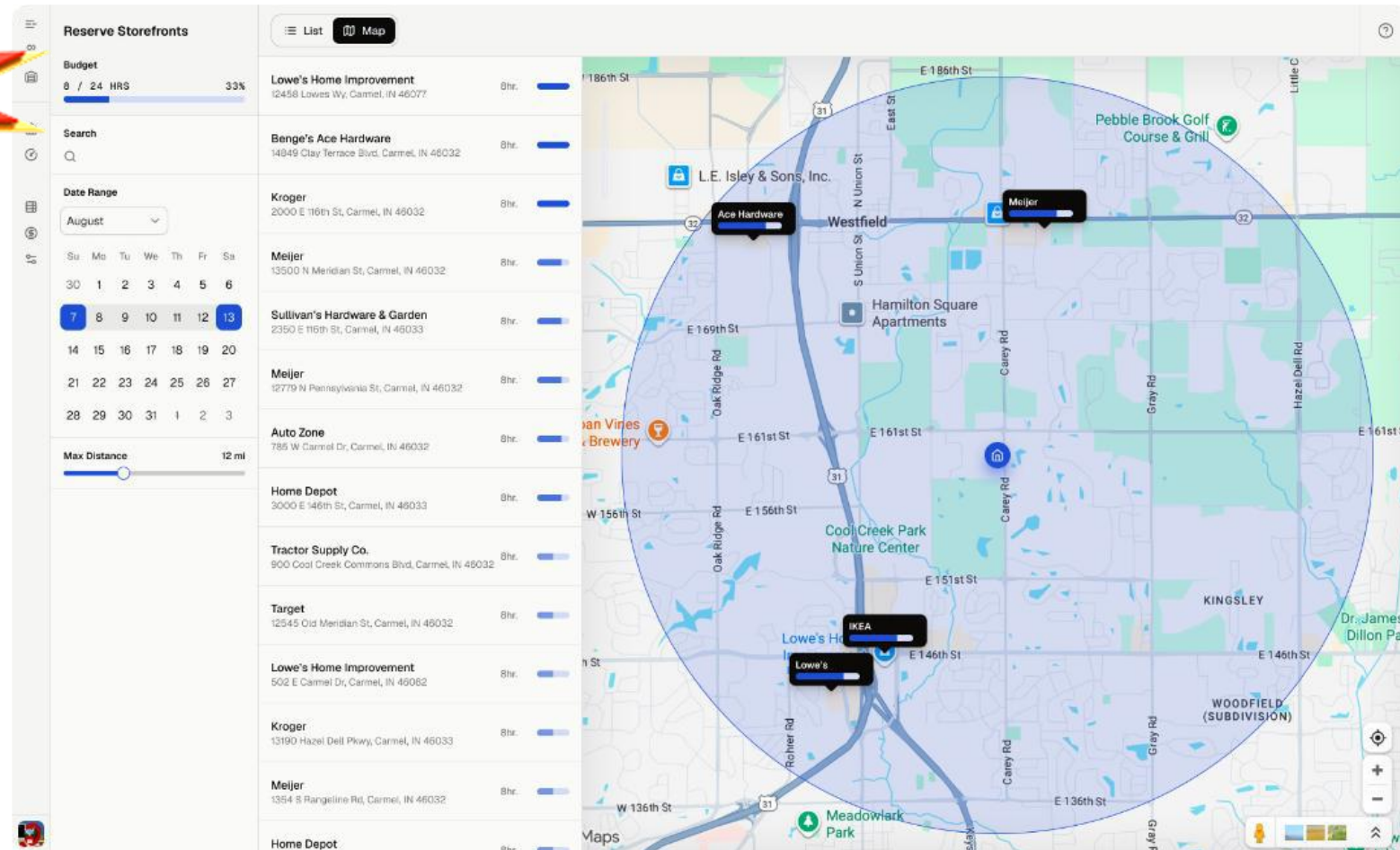
Saturdays

Sundays



Complete Redesign of the Storefront Screen

NEW



Storefront Program!

- ✓ Councils will select storefronts on different days
- ✓ Onboarding required to claim storefronts
- ✓ In-product guidance on the number of hours needed to reach their goal
- ✓ Unused weekend storefronts are automatically released so other units can claim

FUNDRAISING GOAL

 Edit Goal

YOUR UNIT IS:

\$23,500 away from your goal of **\$50,000!**

PROGRESS



57 hrs. claimed by scouts

80 hrs. reserved for unit

94 total hrs. needed to reach goal

STOREFRONT HOURS NEEDED

To meet your goal, your unit needs to work ~94 more storefront hours. You need to reserve more storefront hours to reach your goal.

 Reserve shifts

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.

Show N Sell

Show N Sell – Getting Ready	
Unit Info Complete in Popcorn System	July 2
Auto Assignment of <u>Storefront</u> Locations	July 6
Manual Picking Storefront Locations	July 8 (7 p.m.)

- ✓ **Units will Place Show N Sell Orders in Popcorn Dashboard**
- ✓ **Five products available for Show N Sell (cases only – no returns)**
- ✓ **Orders due by July 18**



Show N Sell

- ✓ Units will Place First Show N Sell Orders in Popcorn Dashboard
- ✓ Orders due by July 18 (System will help with recommended orders)
- ✓ Pickup Show N Sell Orders - August 1 from 9 am to noon

- ✓ Pickup location for Apalachee, Chattahoochee, Currahee, Etowah, Mountain

Ranger Mfg.
3501 Mabry Road
Gainesville, GA 30504

- ✓ Pickup for Sweetwater and Cherokee
Truss Tech
4883 Roy Carlson Blvd
Buford, GA 30518

REMEMBER
We are guests at
Sales Locations
Obey ALL Scout Laws!!!!



- ✓ Reorders TO BE PLACED IN – Pick up at Ranger in Gainesville on Fridays

Place Your Units Show N Sell Order

Show N Sell Orders

Due in your Unit's Popcorn Leader Dashboard

July 19

- 1 Log in to your Account in the Trail's End Popcorn System
- 2 Choose Popcorn Orders
- 3 Select ORDER POPCORN
- 4 Choose Delivery – First SNS July 30
- 5 Add the \$\$ amount of popcorn that you want to order
- 6 Your cases will auto populate
- 7 If you are not happy with the order – you can adjust it
- 8 Case orders only – NO returns

First Popcorn Order Pickup

- **Pick up popcorn at warehouse on August 1, between 9 and noon**
- **Pickup locations are assigned (Buford or Gainesville)**
- **Orders will be pre-sorted**
- **Bring a vehicle large enough to transport your order**
- **Bring help to load and unload**
- **Be prepared to count your order and sign for it**

Storefront Sales Show N Sell

SELL AT STOREFRONTS

- Order select product from Council to sell during popcorn campaign
- Select local storefronts to sell product (grocery store, car wash, hardware store, ball game, restaurant)
- One Scout per 2-Hour Shift to maximize you hourly sales.
 - Forces parental involvement
- Use every store in your area that has heavy foot traffic.
- Plan on \$250 per hour in sales, schedule the number of shift according to your goal.
- Great way to recruit young people to join Scouting.at the Storefront!

We're Really selling Scouting



Storefront Best Practices

Prep

- On hand - Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- 6-foot table and banner
- Cash box with small bills to make change.
- Scout should use the restroom before shift.
- Neat display of products.
- NEVER put prices on the table.

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile and walk up to every person.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

Parent Role

- Encourage your Scout to keep asking.
"Nos" happen, that's okay!
- Handle table and products setup.
- Stand and thank every person!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in the App.

Always Be Scoutlike

Replenishment

✓ Reorders – NEW PROCEDURE

Northeast Georgia Council
Email order by Tuesday pick up on Friday between 9 a.m. and 12 p.m.
wanda.herring@scouting.org

Order Date: _____ District: _____
 Pack # _____ Troop # _____
 Crew # _____ Ship# _____
 Unit # _____
 Address _____
 City _____ GA. Zip _____
 Daytime Phone # (____) _____ Email _____

# Cases Ordered	X	Case Retail \$	TOTAL \$\$ Ordered	Qty in case	Product
	X	\$240		12 bags	

GOING AWAY

Show N Sell Replenishment 2026

Show N Sell Replenishment
Begins
August 14th



REORDERS DUE SUNDAY NIGHT BY 8 P.M.
Pick up on Friday

All replenishment orders will be placed in the Popcorn System.

Credit Card

Faster, safer, higher sales

Trail's End[®]
Scout Fundraising

Credit is Best for Scouts

- Trail's End pays all fees!
- Square Bluetooth accepts contactless cards, chip cards,
- Square Swipers: Lighting (Apple) & Headphone jack (Android)
- Manual Entry (no reader): type in card information
- Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!

NEW

Parent Pay Now

- Parents use their card and keep the cash.
- Storefronts & Wagon
- Scout must convert by midnight local time the same day
- Scouts earn more Rewards.

NEW

Leader Pay Now

- Leaders use their card and keep the cash.
- A Unit Leader has **72 hours from the end of the last shift** to use a credit card to pay for cash
- Scouts earn more Rewards.



NEW



Cash App Pay



Square

Support - 2026

Trail's End[®]

Get All of Your Questions Answered



A screenshot of the Trail's End Leader Portal interface. The interface has a dark blue header with the Trail's End logo. Below the header is a red curved banner with the text "Get All of Your Questions Answered". The main content area is light yellow and features a sidebar on the left with navigation links: UNIT (DEMO 2018, Northeast Georgia Council), FUNDRAISER (Active, 2026 Selling Campaign), Home (selected), Scouts, Storefronts, Sales, Orders, Inventory, Finances, Reports, and Program Overview. The main content area displays a "Home" section with a welcome message and a "Start Onboarding" progress bar (0/11). A red arrow points from a question mark icon in the top right corner to the "Start Onboarding" progress bar. Below the onboarding bar is an "Adventure Plan" section showing a progress bar at 0% with the text "No goal set".

Show N Sell Proven Methods from Pack 16



STOREFRONT GEAR BOX

Pack 16 has 6 complete color-coded sets



- 6 Money Bags
- Cash Box
- \$50 Change
- 2 Square Readers
- Pens / Paper
- Instruction Manual
- Donation Jar
- End of Shift Report
- Bin for Holding All This
- Table

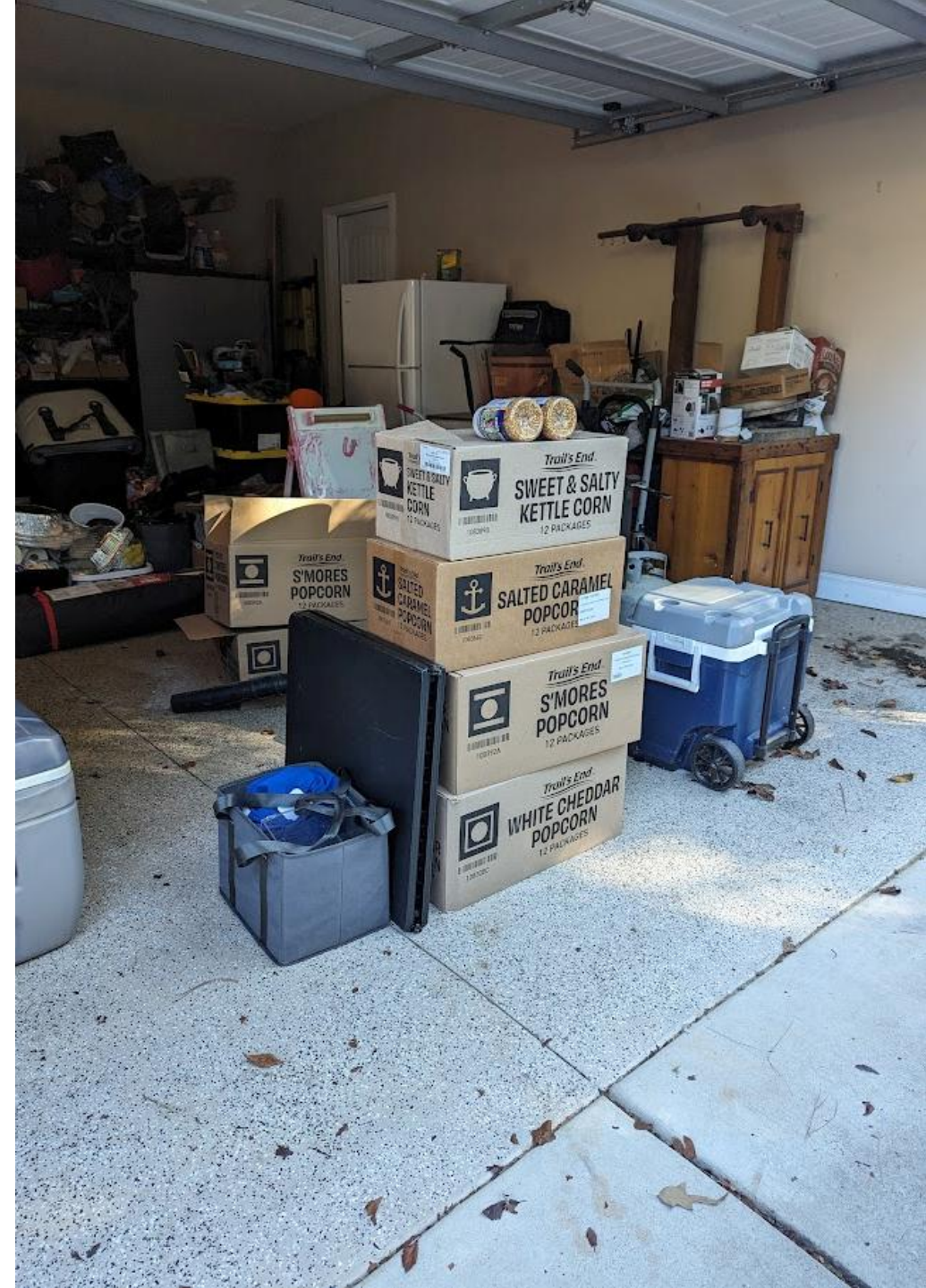


POPCORN PICKUP ON SALE DAY

- One family from opening shift of each storefront must come to my house to pickup the popcorn and gear for the whole day.
- If we have multiple storefronts each is specifically told which color set, they are getting.
- In addition to the color-coded gear box each storefront will get a table (large or small), tablecloth, banners, and popcorn for the whole day.
- Make sure all popcorn sent to the storefront is transferred in the Trail's End app for that storefront.

POPCORN RETURN ON SALE DAY

- One family from closing shift is responsible for bringing the unsold popcorn, table, money, and gear box back to my house.
- Each storefront is instructed to stack their stuff in a separate pile and not to mix their popcorn etc. with any other popcorn in the garage.
- I will take inventory before consolidating the open boxes of popcorn. “Closed boxes” either factory sealed or manually closed are always a full case. Open boxes are partial cases.



MANAGING THE STOREFRONT

- **Start a text chain with all families who are working that storefront.**
- **Give basic instructions / reminders.**
- **Indicate who is picking up and who is returning popcorn to kernel's house, so everyone knows the plan.**
- **Monitor inventory levels during the storefront and make arrangements for more popcorn to get to the store if needed.**
- **If I am near a storefront I will pop in to collect previous shift money bags**
- **Give encouragement and kudos for excellent sales as they are happening**
- **After storefront is reconciled update the families on total sales and that everything is now fully updated in Trail's End app.**

STOREFRONT CASH MANAGEMENT

All popcorn (cash or credit) gets entered into Trail's End app as the sale happens.

This is imperative for monitoring inventory and getting more popcorn to the storefront if needed.

At the end of each shift family takes inventory and enters it on this sheet and puts in a money bag with all cash collected during their shift. Parents can convert cash to credit at end of shift for more Rewards points.

Take Inventory and place in money bag at the end of the shift

 Money Bag Color _____

Date _____

Store Name _____

Shift _____

COUNT BANK AT START AND END OF SHIFT
DO NOT ADD BANK TO CASH BOX

	Start	End
BANK		

ENDING INVENTORY	# Cases	# Singles
Butter		
Salted Caramel		
Smores		
White Cheddar		
Popping Corn		
Kettle		
Total Cash Collected*		

*Do not separate donations from product cash sales.
Just enter total cash in envelope

Notes to Rachel:

PAYING FOR SCOUTING WITH POPCORN IN PACK 16

100% of scouting costs for families can be covered by popcorn sales in addition to prizes.

This is being tweaked to also include district/council registration costs for 2025

			35.00%			
Annual Cost of Scouting	Prize Cost	Sales Level	Commission	Prize Cost	Pack Profit	Pack Profit %
Pack Dues + Pack Hat	\$165	\$500	\$175	\$165	\$10	2.00%
National Dues	\$99	\$300	\$105	\$99	\$6	2.00%
Uniform Shirt	\$60	\$200	\$70	\$60	\$10	5.00%
2 District Campouts	\$60	\$200	\$70	\$60	\$10	5.00%
Pack Prizes	Prize Cost	Sales Level	Commission	Prize Cost	Pack Profit	Pack Profit %
Scout Stuffie	\$15	\$1,000	\$350	\$339	\$11	1.10%
Critter Net + Bucket	\$13	\$1,250	\$438	\$412	\$26	2.04%
Hammock+ Council Events	\$60	\$1,500	\$525	\$472	\$53	3.53%
Summer Camp	\$100	\$2,000	\$700	\$572	\$128	6.40%



ANNUAL PARTICIPATION EXPENSES:

Popcorn Prizes are in addition to earning the following participation expenses

- **Pack Dues** - Sell \$500
- **National Dues** - Sell \$300
- **Uniform Shirt** - Sell \$200
- **2 District Campouts** - Sell \$200

Sell \$1200 to cover all 4 categories of expenses



2024 PACK POPCORN PRIZES

Earn Scout Gear & Parties in addition to paying for your 2024/2025 Dues by selling \$800 in popcorn!



Pack Lantern
Sell \$200



Pack Hat
Sell \$500



Scout Stuffie
Sell \$1000



Critter Net & Folding Bucket
Sell \$1250



Brag Bag
Sell \$1500



Twilight Camp Registration
Sell \$2000

These prizes & parties are in addition to any Amazon gift cards earned from Trails End & Council

Prizes and sales goals are based on 32% commission. Bonus commission is through the work of the kernel/Unit so it is all Unit Profit and does not count towards scout sales goals.



Trail's End®

Technology

WHAT'S NEW!

RUN THE SALE— FROM YOUR PHONE.

NEW

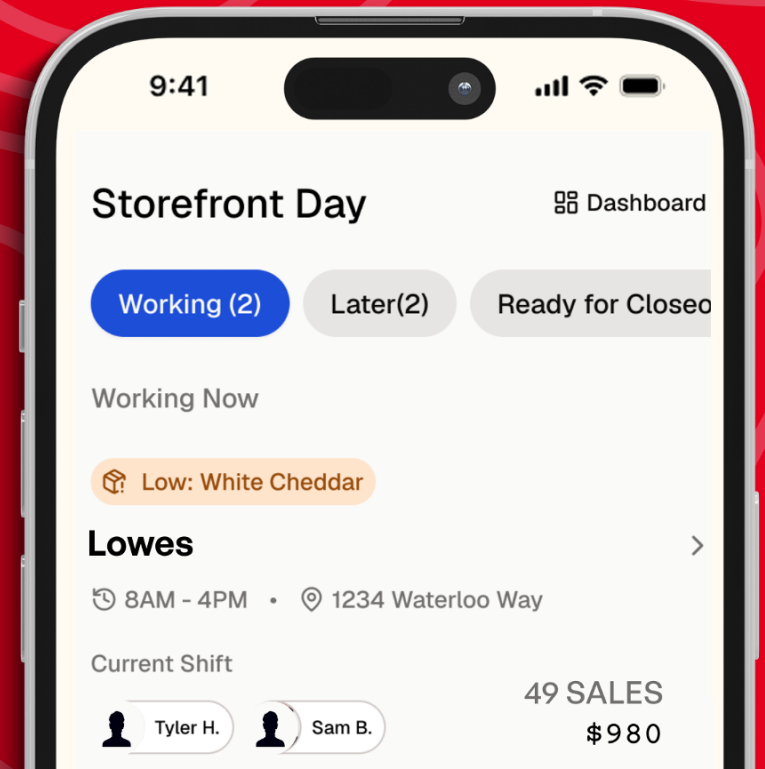


Launching
JUNE 3

The new *Trail's End*[®] 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



NEW LEADER PORTAL Highlights

Trail's End®

RUN THE SALE FROM YOUR PHONE

100% mobile-optimized experience. Improved loading and response times across the platform

STOREFRONTS ENHANCEMENTS*

Select Storefronts from a visual map with better filters, visibility, and location recommendations

Split reservations and return unused hours to the pool

REVAMPED FINANCE SECTION

Track important sale dates with a clear timeline for assignments, selection windows, and selling periods

.



EASIER SCOUT MANAGEMENT

See each Scout's sales, Rewards, cash, inventory, and Storefront schedule in one mobile-friendly view



Comprehensive Program Dashboard

Deep dive into Rewards, Storefronts, and key program data in one dashboard

... and more!

**Some Storefronts enhancements will be rolled out over the next couples of months (they will be there when you need them).*

Training



Trainings

Unit Leader Trainings

- **Ideal Year of Scouting**
- **Program Preview**
- **District Kickoff**
- **Council Website**
www.nega-bsa.org/popcorn
- **Council kickoffs**
- **Trails End Webinars**
- **YouTube Videos**
- **Resource tab in UL dashboard**



Trail's End[®]

There are **live Trail's End Q&A training webinars** scheduled for adults (Unit Leaders and parents).

Upcoming sessions (all times ET):

- July 30 – 6 PM or 8 PM
- August 4 – 7 PM or 9 PM
- August 6 – 6 PM or 8 PM
- August 11 – 7 PM or 9 PM
- August 13 – 7 PM or 9 PM
- August 17 – 7 PM
- August 19 – 8 PM

You can register here:

<https://support.trails-end.com/en/articles/15331273-unit-leader-materials>

It's recommended to watch the short training videos first, then join a live session to ask questions.

.

NEED HELP?



Support and FAQs

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

TAKE ME TO SUPPORT



Thank You Questions

BANNERS

Trail's End®

Thank You
Have an Amazing Sale!!!

Wanda.herring@scouting.org
770-402-6602

support@trails-end.com





POPCORN CALENDAR