

2025 Popcorn Sale Leader Guide



Central Minnesota Council

Scouting America

1191 Scout Drive

Sartell, MN 56377

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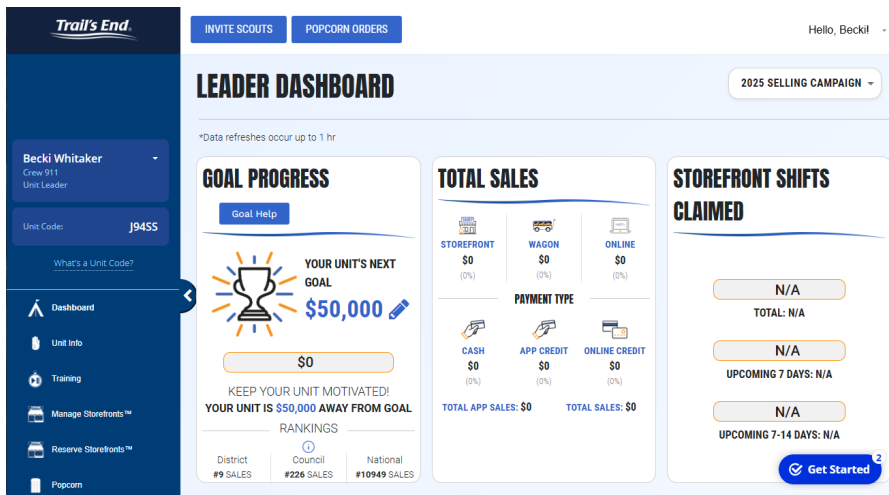
2025 Popcorn Sale Calendar

Sunday, Aug. 3	Attend Leader Training & Launch Parties
Sunday, Aug. 10	First Show & Sell Orders Due Online
Wednesday, Aug. 20	First Show & Sell Pick up Set Unit & Scout Goals
Aug. 1-31	Set your Unit Popcorn Kickoff Date for August or September Continue to set up Storefront Sales and Blitz Days
Tuesday, Sept. 14	Second Show & Sell Order Due Online
Wednesday, Sept. 24	Second Show & Sell Order Pickup
Wednesday, Oct. 29	Show & Sell Returns Due
Sunday, Nov. 2	Final Take Order Placed On-line
Wednesday, Nov. 19	Final Order Pickup
Mon. Dec 15	All Payments Due to Council office

Sign-up Genius Emails will be sent to the Kernels prior to distribution and return dates allowing units to schedule times to pick-up/return product.

Distribution Sites:	Northern Pacific Center (Event Center) 1511 Northern Pacific Rd Brainerd, MN 56401 Look for the Popcorn Signs MTC Metrobus Garage 665 Franklin Ave NE St. Cloud, MN 56304 Look for signs around the back of building
Return Site:	Central Minnesota Council 1191 Scout Drive Sartell, MN 56377 Garage Door on Back Parking Lot

Leader Portal



Leader Portal/Dashboard

The leader portal is your key to keeping track of your sale. Log in to <https://portal.trails-end.com/> to access your dashboard. **NOTE:** Leader portal login is DIFFERENT than your Scout selling app login and can only be accessed via the website.

- Invite Scouts to your Unit
- Manage Inventory and money
- Schedule Storefronts
- Set Goals
- And More!!!

Types of Sales (4)

Wagon Sales

Wagon Sales provide units the opportunity to order popcorn before the start of the sale. This is a proven method to boost sales! Scouts will have product available to deliver at the point of sale and will not need to return at a later date to deliver product or collect money. This product can be sold in the neighborhood, to friends and family, at Storefront Sales, or anywhere else you sell in person. No upfront payment from the unit is required. See the **Return Requirements** on Page 9 for information on returning product during and after the sale. Keep track of what each Scout has at any time and assign individual Scout's inventory within the Leader Portal.



Take Order Sale

Another method of sale is for Scouts to take orders during the sale window and deliver afterward. Units order the products needed based on the orders received from individual Scout orders without having the product in hand at the point of sale. Units can order by the individual bag to get exactly what is needed. Many units have great success combining these two sales methods, ordering product that is still needed at the end of the sale.

Online Direct Sale

HOW IT WORKS

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

VIRTUAL STORE

1. Share your fundraising page via email, text, or social media.
2. Customers click your link to place online orders
3. Products ship to your customers

SCOUT RECORDED

1. Share your link in person from the Trail's End App (see p.7 of this guide)
2. Customers click your link to place online orders
3. Products ship to your customers

Nationally, online sales continue to grow.

BENEFITS FOR UNITS

- No risk of excess inventory
- No cash collection
- No extra work
- No handling product

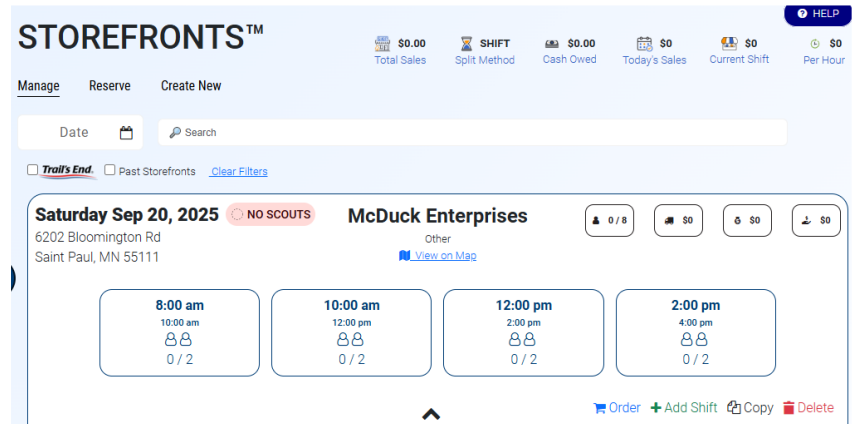
BENEFITS FOR SCOUTS

- Average online sale \$73 vs. \$22 face-to-face
- More product variety
- Sales count toward Trail's End Rewards
- 35% Commission on all sales
- Can sell year round!

Storefront Sales

Manage your storefront sales in the Leader Portal. Determine how the profits are split, make changes, send messages, and more. See storefront informational sheet for details.

- Option 1-Schedule two youth and two parents for two hours. It keeps the chaos factor very low, allows older Scouts to mentor new sellers, and selling is more fun with friends!
- Option 2-Schedule one youth and parent per shift.



Trail's End is arranging sales at several store chains for us. Beginning July 22, popcorn chairs can reserve half day blocks. **You must set a unit goal prior to reserving Storefronts.** Scouts see what shifts are available and claim them in their app. You can divide the half day reservation into the shifts your unit wants. Please only reserve the stores you will actually use. If a conflict arises and you need to cancel please release any you won't be using ASAP. *If you reserve storefronts but do not place a Show & Deliver popcorn order, your storefronts will be released.*

For locations not on the Trail's End list, you can still set up storefronts using the Leader Portal. You will need to contact these locations directly. Note that you need a valid address entered in the TE system.

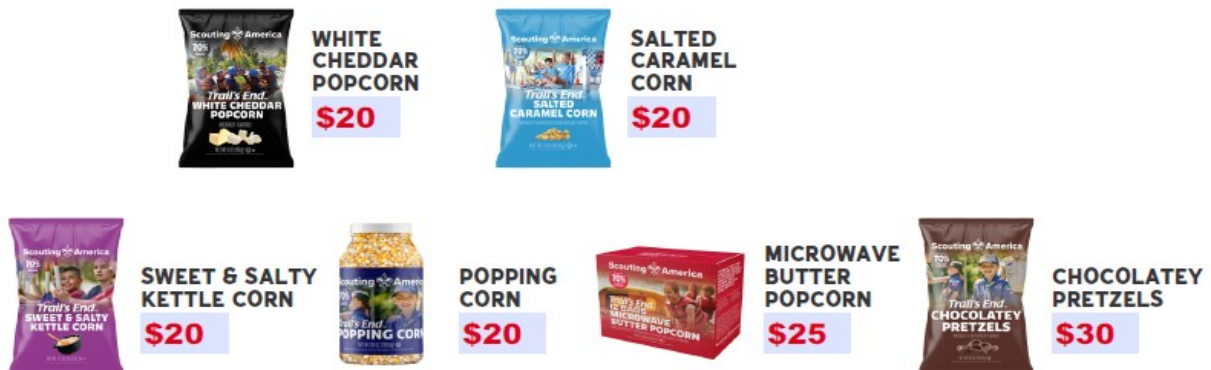
For Unit Reservations—Before the Sale Date

- Visit or call locations early!
- Talk with the store manager, and possibly the weekend manager.
- If the store requires proof of insurance, please contact the council service center.
- When reserving your day, ask the business where you can set up, if there are any restrictions, etc.
- Double check with the business the day before. Conflicts have been known to happen.
- Confirm with parent(s) of the youth who are scheduled three days out.

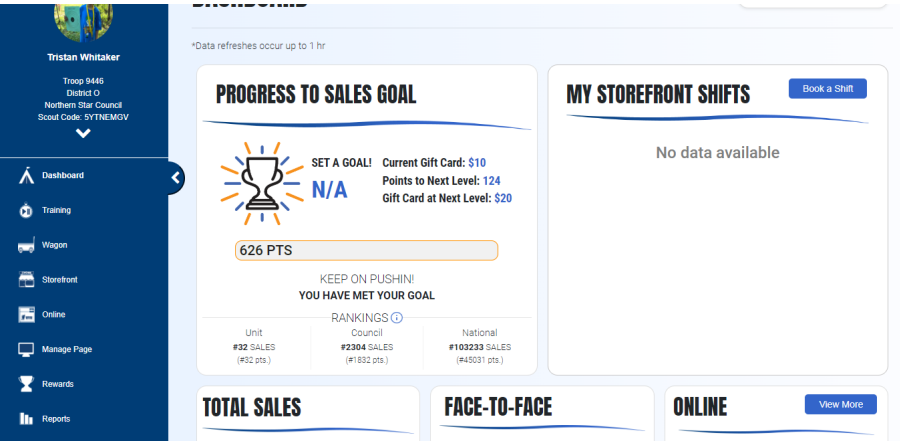
During and After the Sale Date

- Have Scouts in uniform and standing.
- Never have the Scouts ask customers if they want to buy popcorn. Have them ask things like: "Would you support me going to camp? Can I count on you to support my Scouting adventure?"
- Have the products neatly displayed. Do NOT put prices out. It discourages higher purchases.
- Make sure to thank the store manager. Consider buying a bag and giving it to the store manager along with a thank-you note signed by the Scouts.

Products



Scout Portal

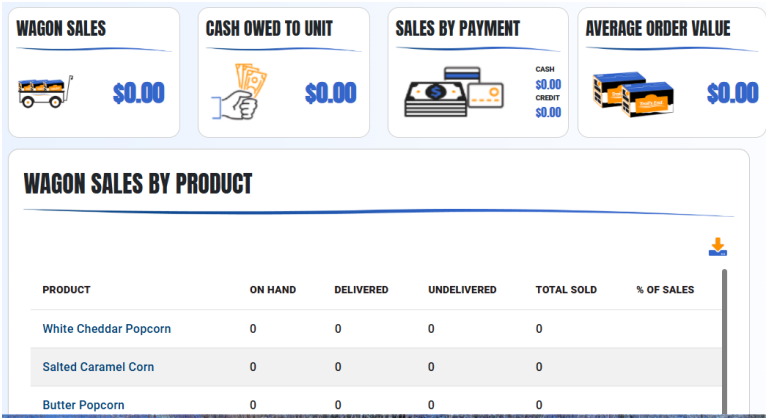


Scout Dashboard

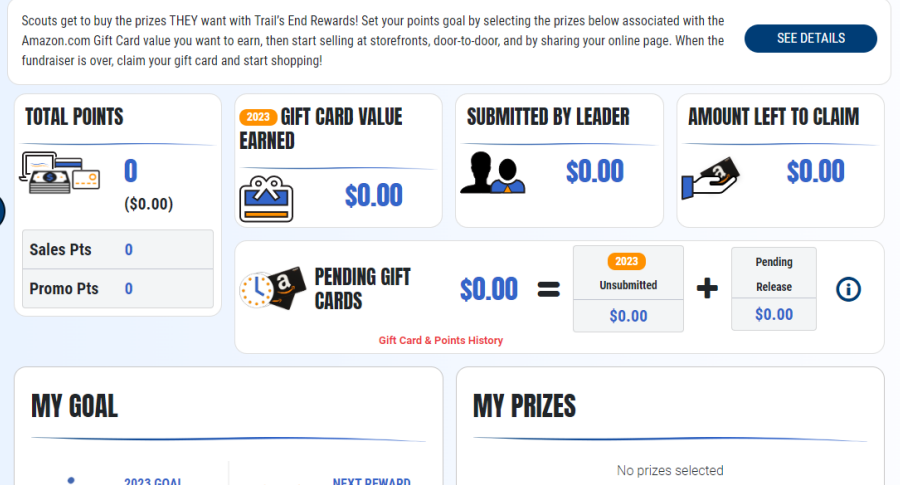
The first time they log in, Scouts will get a pop-up to confirm they are registered in the right unit. Scouts can see their progress at a glance: everything from online sales, Storefront shifts scheduled and available, and progress towards goal.

Wagon Sales

Shows Scouts their sales total (updated in real time), cash owed, and sales made in the current year. They can see at a glance which products they should have on hand and what still needs to be delivered.



REWARDS



Scout Rewards

The Rewards page shows Scouts their progress towards the Trail's End gift cards.

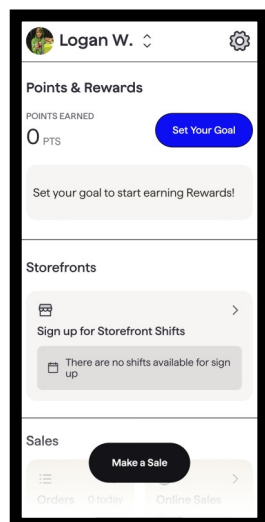
It will NOT show them bonus prizes or Adventure prizes from Central Minnesota Scouting.

It only calculates the Points for the Trail's End cards.

Multiple Scouts in a family?

Trail's End requires that each Scout have their own account to earn rewards.

The Trail's End App

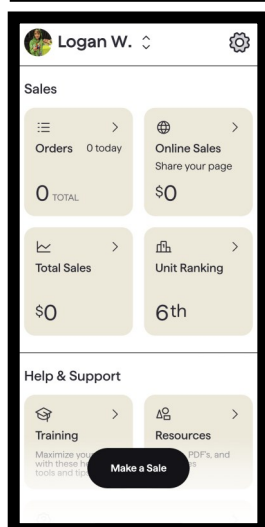


Features

- Tap to Pay—fast and easy credit card sales with no reader needed!
- Simple dashboard for easy navigation
- Sales button right on the dashboard
- Training videos
- Free Credit Card Processing - Paid by Trail's End
- Real-time tracking and reporting of sales, inventory and storefront registrations
- Families can turn in cash payments via credit card
- System-calculated Scout sales for easy Trail's End Rewards ordering
- Take Online Direct orders in the app
- Sharable online cart so customer can enter shipping address and complete payment
- Track undelivered Wagon Sales

Proven Results

- Used by over 14,500 units & 160K Scouts



Share My Page

- Send customers to your page with a custom QR code
- Share via text or social
- Email prior Customers
-

Step 1—Click the “Online Sales” box

Step 2—Click the black “Share My Page” button

Step 3—Select how you want to share:

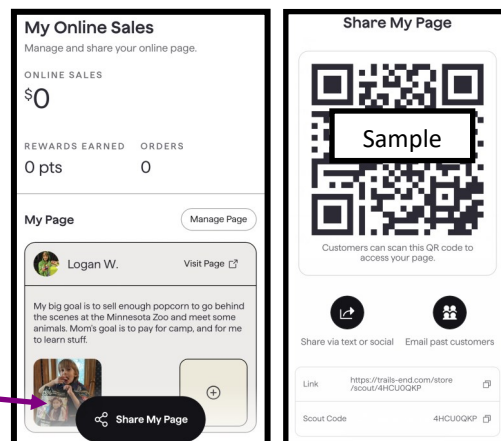
QR code - Customers can scan the QR code using their camera

Share via text or social - Send the link to the Scout's online page with a pre-populated message or your own message. Share via the Messages app, email, or social media.

Email past customers - Choose the customers that have purchased from your online store in the past and ask them to support you again.

Copy your online page link - Copy the link to your online page to paste and share with others.

Copy your Scout code - Copy your Scout code to paste and share with others. Your Scout code can be used to find your page using the 'Add a Scout ID' option on trails-end.com.



Placing an order

Sign in to your Leader Portal and click the blue “Create New Order” button.

POPCORN ORDERS

Change the year in the campaign dropdown menu to view orders from previous years.

Create New Order Invoice Statement Return Popcorn

Input the retail dollar amount you want to order and it will auto-populate how many cases of each product based on our Council's order history

2025 SELLING CAMPAIGN
2025 SELLING CAMPAIGN ✓
2024 SELLING CAMPAIGN
2023 SELLING CAMPAIGN

What can Units order for their initial order?

Order up to 80% of what you sold in 2024. If you did not sell Show and Sell in 2024, talk to your DE or Mary Herlick.

Reorder during the sale?

Warehouse

- During the sale, reorders via a **DIFFERENT** online order system at ScoutingCMC.org/popcorn
- **Do NOT order additional product during the sale through the Trail's End site.**
- **WAREHOUSE:** The warehouse schedule will be emailed to Kernels.
- Reorder in CASES ONLY during the sale.
- **Reminder**—Reordering of product will not be available for the first six days of the sale. Make sure to maintain enough inventory for any storefronts you have within the first two weeks.
- Add-on orders will be updated to your Unit after you pick up within a few business days. You will see the inventory change in your Leader Portal.
- You can go negative in your inventory when assigning new inventory to Scouts until things are updated.
- If your inventory is not lining up after a few days please email Mary at Mary.Herlick@scouting.org

Product transfers—unit to unit

Unit-to-Unit product transfers are done via The Trail's End Leader Portal under Popcorn>Transfers.

- The unit GIVING the product enters the transfer.
- Select the district and unit of the receiving party, enter the quantities, and hit “Submit Transfer”
- The receiving unit chair can approve or reject the transfer.
- Inventory updates automatically once the recipient approves the transfer.
- Transfers can be full cases or singles.

Distribution

Wednesdays, Aug. 20th and Sept. 24th for Show' n Sell Orders. Nov. 19th for Take Orders.

Pick up locations (see page 3 for addresses)

Step 1: You will receive an email at the end of August that details your Show & Sell pick up location.

Step 2: Pick up your product at your chosen location. If you cannot be at the location, please find another parent to pick up the product. We cannot store product longer than our agreements with the warehouses. They let us use their space for free.

Use the following estimates to know how many cars/volunteers you will need:

Car: 20 cases SUV, Mini Van, Pick-up: 30-40 cases Full Size Van: 50-60 cases

Step 3: Find a location that is large enough to separate orders by patrol, den, or by Scout.

Step 4: Assign each patrol, den, or Scout a popcorn pick-up time.

Step 5: Use the Leader Portal to record the distribution of popcorn to the Scouts, and watch their progress online.

Return Policies

FINAL RETURNS

- **Units may only return up to 15% of their TOTAL Show and Sell orders checked out as of Oct.15th.**
- **Single packages in good condition will be accepted at the Central Minnesota Council Office.**
- On Final Return dates, Council will have the calculated amount each unit can return. Any product over the 15% mark, the unit will keep and continue to sell. For example, if the unit is \$400 over in product they can return, they can choose to keep whatever \$400 in product they feel they can sell the easiest. Staff advice available at the office.
- If the Popcorn Kernel is unavailable, please designate another member to return your popcorn.
- Return date for popcorn is as scheduled below (subject to change)
- Watch for Sign-Up Genius email to request a return time for your unit.

Wednesday, October 29 Central Minnesota Council 12-7 p.m.

ABSOLUTELY NO RETURNS AFTER October 31, 2025

Hometown Heroes (HH)



In 2024, over \$10,000 in popcorn was delivered to local Police, Fire, EMS, Military, and other heroes in our communities!

DOs and DON'Ts about Hometown Heroes

- Do know that all HH sales count toward a Scout's sales totals, just like any other product. They earn the same commission percentage. In 2025, HH sales earn a bonus .5 points per dollar for Trail's End rewards.
- Do tell customers that 100% of the HH sales will be donated to police, fire, EMS, military employees, and other community heroes.
- Do put out a bucket/boot/etc. at your Storefront to collect donations for HH popcorn.
- Do encourage Scouts to offer add-ons of \$1 or more in HH sales to customers once they purchase any item.
- Do choose to distribute your HH locally! Units can choose to pick up product equal to the amount they sell to give away to their local HH, or the unit can choose to have Central Minnesota Scouting distribute it.
- Don't forget to take pictures of your Scouts interacting with your Heroes and send them to popcorn@northernstar.org!
- Don't use donations for anything other than Hometown Heroes popcorn. National Scouting policy is that units are not allowed to ask for cash donations. All donations given while selling popcorn should go towards HH.
- **Don't use your excess inventory to fill Hometown Heroes popcorn. Central Minnesota Council is able to provide this program because we use excess inventory after returns to fill the HH need.**
- DON'T use donations to balance lost/miscalculated inventory. Reconcile within your unit funds, not HH.
- Do note that HH donations are automatically added to your unit's Take Order submission.

Payments

- Payments are due to the Central Minnesota Council on or before **Dec. 15, 2025**. Please be prompt with your payment.
- Your invoice is found in the Leader Portal.
- NOTE: If you take enough credit card payments from customers or Parent Pay, Trail's End will owe YOU money and you won't owe Central Minnesota Council anything.
- **Bounced checks**: Encourage a credit card instead of a check. Central Minnesota Council will work with units if they receive a bounced check from a popcorn buyer.
- If you are having problems collecting funds from someone in your unit (after a reasonable number of attempts) please contact Central Minnesota Council.
- If your unit owes money at the end of the sale. Please submit **ONE** check to the Central Minnesota Council office via mail or drop off with your invoice. Please include your district and 4 digit Unit # in the memo area, if not listed on the check.
- Checks can be mailed to: CMC, Scouting America, 1191 Scout Drive, Sartell, MN 56377.
- You can also call Anna Wilson (320.251.3930) to use your unit Debit Card.

Payments not received by December 15 may be assessed a 5% late fee.

Scout Accounts

Some units allow youth to accrue portions of funds raised in an account under their name. To prevent violation of IRS “private benefit” rules, the youth member should not earn more than 20% of the total gross from a fundraiser; the funds may only be used for Scouting purposes reflected within the scope of unit activities; and the criteria for how much “credit” they have earned should be based on Scout spirit and participation in all activities, rather than how much a Scout raised in the fundraiser. If a youth transfers to another unit, such funds can follow to the new unit, but must be transferred directly from one unit to another. Please check your unit’s bylaws for how much gets transferred.



Commission Structure

Commission Type:	Commission Percentage:
ONLINE DIRECT*	35%
TRADITIONAL/S&S/TAKE ORDER	30%
Sales Incentives:	Additional Commission:
\$5,000 to \$10,000	\$240
\$10,000 to \$20,000	\$480
\$20,000 to \$30,000	\$720
\$30,000 +	\$962

Inventory Management Help

- Transfer and trade with other units in Central Minnesota Council. Transfers are initiated by the giving Unit in the Leader Portal. (See transfers on previous page)
- If your inventory is off, there’s a solution somewhere. **DO NOT ADJUST YOUR INVENTORY NUMBERS IN THE TRAIL’S END LEADER PORTAL** to fix it. Reach out to council staff for help.
- Product Receipt slips will be available at distribution and throughout the sale. These are handy for keeping a paper trail of inventory you give and receive to Scouts. You can also use them to track Storefront inventory. Have your Scouts take inventory and count money at the end of their shift so you can track where things go wrong.
- Have over 15% to return? Keep selling! Have an additional storefront by checking what storefronts are left in the TE leader portal, or schedule your own. The key is to ask for help **EARLY**. Most of the units that had leftover product were able to get rid of all of it before the end of the year because they let the Council know they had it. We get late orders, new units and many others that need product. **The key is to let us know early in the sale, so we can help!**
- Communicate with your Scouts. Encourage them to update their app with current sales. Have them return unsold product and transfer it to Scouts who have waiting customers. Prior to picking up additional product make sure you know how much your Scouts still have.
- Don’t have your Scouts give their product out right away to easy sales (parents and immediate family). Use that at storefronts and door-to-door so you have popular items in stock for sales.

Unit Kick Off—try something fun!

Importance of the Kick Off —The Kick-off sets the tone for your popcorn sale. Motivated Scouts and, more importantly, motivated Parents are the key to a successful sale. Have fun! Give away prizes!

SAMPLE Agenda — Welcome and Introductions. Do a Popcorn Cheer or Skit. Have leaders dress up!

Review Pack's/Troop's/Crew's Planned Program

- Highlight last year's activities and what's planned for the new year.
- Ask SCOUTS what they want to do!
- Unit meetings and awards.

Pay for It All with Popcorn

- Importance of a Family/Scout Goal—Scouts with goals sell more!!
- Unit Goal: What can the Scouts do if they reach the goal? List all the activities your pack budgets!
- Unit Budget: Have a "Made Goal" budget, and a "Not Quite to Goal" budget to show the differences in the activities that the Scouts get to do.

What the Family Gets Out of Popcorn

- Free Activities!
- Free Camping!
- Free Registration!
- Goal should be tied to "Nothing Out of Parents' Pocket"

Divide Group into Parents and Scouts

Parents

Why We Chose the Popcorn Program
Parent Packet or Guide
Lessons Your Scout Will Learn & Advancements
Unit Calendar and Budget
Sales Date, Order Forms, and Money Collection

Scouts

Role Playing
Sale Forms
Safety & Selling Tips
Prize Program

Recombine Group

- Recognize Last Year's Top Selling Scouts.
- Generate Enthusiasm .
- Extra Incentives.
- Give Away Some Prizes!


Popcorn Success Checklist

- _____ Create your own incentives for your Scouts to motivate them to sell.
- _____ Hold your Unit Kick-off in person or virtually.
- _____ Sign up for a Time and Location for pick up of product.
- _____ Have a plan to hand out the popcorn to Scouts before the sale starts.
- _____ Start weekly communications with parents about upcoming deadlines and prizes.
- _____ Hold a Neighborhood Blitz on a Saturday morning. Meet at a park at 9 a.m. Send Scouts out selling door to door.
Meet back up and celebrate the success with prizes and food.
- _____ Follow up with Scouts to ensure they are out selling, check if more inventory is needed.
- _____ Hold a Den Challenge. Who can sell the most going door to door in your town/neighborhoods?
- _____ Hold a Mid-Sale Rally. Celebrate successes and motivate Scouts to finish strong.
- _____ Give Scouts encouragement and tips if they are having slow sales.
- _____ Assess your inventory at the Unit and Scout levels. Call your Scouts. Will they sell or return their inventory?
- _____ Re-order inventory. Be mindful of your return percentage.
- _____ Weekly communications with Parents and Scouts.

Prize Program

The 2025 Prize program has Trail's End and Central Minnesota Council rewards—giving more to the Scouts!

- **Trail's End Rewards** — The points system that allows Scouts to earn gift cards and pick what they want. Cards will be electronic and ordered with 1 click by the unit popcorn chair. Cash sales earn 1 point per dollar, App Credit Card and Online earn 1.25 points per dollar, and all HH sales earn an extra 0.5 points!
- **Central Minnesota Council Bonus Prizes — Will be delivered at Take Order distribution**

Sell 1 Item	Wheel of Popcorn Patch	
\$300	Slushie or Soda from Holiday/Circle K	
\$600	Fire Starter + Cookie Cup from Holiday/Circle K	
\$1000	Folding Camp Table or Fishing Rod Bag	
\$1500	Ladder Toss Game	
\$2000	S'Mores Table Top Set	
\$3000+	Wheel of Popcorn Spin to Win Party @ Blacklight Adventures, St. Cloud	
Every \$3,000 in sales earns Scout a "Spin of the Wheel" for even more prizes!		

Note: While Supplies Last -Prizes are subject to quantities on hand, some substitutions may be made.

When and How To Order Prizes

TRAIL'S END GIFT CARD ORDERING

- Log into the Leader Portal when all of your sales are accounted for and correct.
- Click on rewards.
- Follow the prompts to order gift cards. It takes a few days for the codes to be released for Scouts to use.
- Order by December 15th.
- Invoice must be paid before gift cards are released.

BONUS PRIZE ORDERING

- Look for an email sent by Central Minnesota Council in late October with details on ordering your bonus prizes.
- Order your Bonus prizes by November 7th.
- Pick up at the Take Order Distribution site on Nov 19th.

Popcorn Success List

- _____ Organize all of your orders. Fill remaining orders with leftover Show and Deliver product.
- _____ If needed, return product to the return site. Only 15% or less of your overall Wagon Sales order can be returned.
- _____ Order "Take Order" Product via your Leader Portal before or on Sunday, Nov. 2.
- _____ Secure someone to pick up any needed popcorn at the Take Order site.
- _____ Gather all funds from Scouts and submit one check to Central Minnesota Council before Dec. 15.
- _____ Recognize Scouts for a job well done.
- _____ Make sure your Scouts enter all orders by the end of the sale, or a day before of your choosing.
- _____ Promote Online Direct Sales!

PREP

Register Your Unit

- Get started by registering
- New Leaders receive Leader Portal username after registration



<https://login.trails-end.com/unit-registration>

Set Unit & Scout Goals

- Start by planning your program - ask Scouts what they want to do
- Use the goal setting tool to create a budget
- Set your fundraising goal to achieve your program plan



<https://wh-wf-training.s3.amazonaws.com/Goal%20Setting%20Tool.xlsx>

Visit Leader Portal

- One place to manage everything!
- Reserve & manage Storefronts
 - Access training page
 - Leader & Scout videos, Kickoff Presentation, Scout & Parent Guide, Rewards flyer
 - Order popcorn & track inventory
 - View Scout sales in real-time
 - Submit rewards
 - Claim Unit payout



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

Reserve Storefronts™

- Maximize sales by selecting "One Scout per shift"
- Entering a Unit goal is required to reserve (for participating Councils)
- Trail's End booked hours have \$300+ sales potential based on foot traffic & trained Scouts
- Reservations at Trail's End Storefronts from Fri-Sun that have no Scouts signed up for shifts will be auto-released each week at 8pm ET

RESERVATION SCHEDULE

Mon-Fri 3-4 hours
Sat & Sun 6-10 hours

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

Rewards

- New eGift Cards*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Earn more with one Scout & Parent shifts
- Scouts receive more points with Heroes and Helpers, app credit & online

Scout Participation

- Explain "what's in it for Scouts / families" to participate
- Share goals & budget with parents
- All Scouts need a Trail's End account
 - Give Trail's End Unit Code to new Scouts to register
 - Returning Scouts use their 2024 username

SELL

Best Practices

- You're not selling popcorn... you're selling Scouting!
- For Scouts...
 - Get a head-start with online sales in June/July
 - Record sales in Trail's End App
 - Enter donations received as Heroes and Helpers
 - Never ask customers to buy popcorn... it's to support you
- Ensure all shifts are filled or release for other Units
- Check Reserve Storefronts page on Thursdays at 8pm ET for auto-released hours

Heroes and Helpers™

- Trail's End ships products to military personnel and their families, first responders & local food banks
- Automatically added to Unit orders each night
- Scouts earn 1.75 points (credit & online) and 1.5 points (cash) per \$1 Heroes and Helpers sold

Trail's End App - Credit Sales

- Faster, safer, higher sales, & Trail's End pays all fees!
- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware required
 - Square Bluetooth & magstripe readers are compatible
 - Scouts can type cards manually
 - Scouts can share orders with customers to checkout on their device

Cash to Credit™

- Scouts receive an additional 0.25 point for every cash dollar converted to credit
- Points for Storefront cash converted are split among Scouts working the store that day
- Parents keep the cash and use their card to convert
- Leaders use their card to convert cash returned from Storefronts

WRAP UP

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate & enjoy your Scouting year!

Thank you for choosing Trail's End!



SUPPORT & FAQs

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



JOIN TRAIL'S END POPCORN COMMUNITY ON FACEBOOK

<https://www.facebook.com/groups/TEPopcornCommunity>

*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms. 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. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older).

PREP

Trail's End App

New Scouts: download & register

- Use your zip code or Trail's End Unit Code
- Families can use the same email for multiple accounts, but each Scout needs their own account

Returning Scouts: download or update, and use your 2024 username

Families: login to all Scout accounts and easily switch accounts by tapping the arrows at the top of the app dashboard



<https://qr.co.de/trails-end>

Explore the App

- Set your goal on the dashboard
- Customize your online fundraising page
- Sign-up for storefront shifts
 - View site instructions for store / setup details
- Watch storefront videos on Training page

Practice Your Sales Pitch

"Hi, my name is _____ (first name only!) and I'm earning my way to _____ (goal for your funds)! Can I count on your support?"

My favorite flavor is _____ (pick one!). If you don't have cash, don't worry, we prefer credit card!"

Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. If you cannot remember your sales pitch, say, "Will you help me go to Camp?" Even if the customer says no, always say, "Thank you" and "Have a good day."

Sales Tips

- Follow the Guide to Safe Scouting at all times
- Make a list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your field uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support



<https://www.facebook.com/groups/TEScoutParents>

Storefronts™

- Thank store managers & employees for supporting Scouting!
- Setup table near exit door, or where specified by store
- Enhance the shoppers' experience; do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Leave No Trace!

My Leader: _____

Phone / Email: _____

For more information, visit our FAQs →



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

SELL

Best Practices

- Record all sales in app, including donations
- Heroes and Helpers™: your customers can send products to military troops, first responders & food banks, while still supporting you!
- Follow-up with online customers who have not supported
- Set goal in the app & track your progress

Sales Methods

- Storefronts: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text; products will be ship to them.
- Scout Sales: sell to family & friends in person

Rewards

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



- New eGift Cards*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Heroes and Helpers: 1.75 pts (credit & online), 1.5 pts (cash)
- Credit & Online: 1.25 pts
- Cash: 1 pt
 - Each sale only accrues points in the applicable category above in which it will earn the most points
- Cash to Credit™: receive additional 0.25 points for every cash dollar converted to credit
 - Points for Storefront cash converted are split among Scouts working the store that day
- Scan QR code flyer to view storefront & online bonuses!

<https://wh-wf-training.s3.amazonaws.com/2025%e20Scout%e20Rewards.pdf>

Trail's End App - Credit Sales

Faster, safer, higher sales, & Trail's End pays all fees!

- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware needed
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually or share orders with customers to checkout on their device

WRAP UP

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank customers
- Claim Rewards
- Choose the prizes you want with your eGift Card

Enjoy your Scouting year!

*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms. 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. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older).

NEW 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



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

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

Trail's End Distributed Rewards earned in 2025 must be claimed by June 30, 2026.

*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms. 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 and do not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older). Virtual Prepaid Mastercard is issued by Pathward®, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. No cash access or recurring payments. Can only be used in the U.S. where Debit Mastercard is accepted online, for phone/mail orders or in stores that accept mobile wallet. Card valid for up to 6 months; unused funds will forfeit after the valid thru date. Terms and conditions apply.