

The background is a dark blue field with faint, stylized illustrations of outdoor elements: evergreen trees, tents, a backpack, a compass, and a star. A red dashed line winds across the image, punctuated by four yellow flower-like icons. A white vertical line separates the 'Trail's End' text from the 'Scouting America' logo.

***Trail's End***®

**Scouting America**  
Central Minnesota Council

# Trail's End Mission

*Trail's End*<sup>®</sup>  
Scout Fundraising

**To help Scouting  
Raise the Money  
it needs in the  
LEAST amount of time!**

# 2024 Top Sellers

## Top Ten Units

Rank	Unit #	Total \$'s
1	Troop 0211	\$48,815
2	Pack 3092	\$42,105
3	Pack 3211	\$39,430
4	Pack 3015	\$35,285
5	Pack 3058	\$22,114
6	Pack 3063	\$18,990
7	Pack 3008	\$17,895
8	Pack 3116	\$17,755
9	Troop 0094	\$16,060
10	Troop 0043	\$14,330

# 2024 Top Sellers

## Top Ten Scouts

Rank	District	Unit Type	Unit #	Name	Sold
1	Scenic	Troop	211	Preston K	\$19,060.00
2	Scenic	Pack	3015	Lincoln S	\$7,200.00
3	Scenic	Pack	3094	Eli B	\$6,620.00
4	Gateway	Pack	3092	Zach R	\$6,145.00
5	Pine Tree	Troop	43	Christopher M	\$6,085.00
6	Scenic	Troop	211	Alec A	\$6,025.00
7	Gateway	Pack	3192	Hudson K	\$4,330.00
8	North Star	Pack	3058	Devin M	\$3,920.00
9	Scenic	Pack	3094	Timothy K	\$3,825.00
10	Scenic	Pack	3094	Elise E	\$3,560.00

# Ideal Year of Scouting

## Plan Program

- Plan exciting adventures
- Add extra activity or campout supported by popcorn funds.

## 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

- $\text{Total Program Costs} \div \text{Unit Commission} = \text{Unit Sales Goal}$ .
- 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!



# BEST PRACTICES

*Trail's End*<sup>®</sup>  
Scout Fundraising



## SET YOUR GOAL



Plan your unit's  
**Ideal Year of Scouting**

Check out the  
**Goal Setting Tool**  
available in the Training Resources

**Note: Unit Goal will be required  
to reserve storefronts**



*Trail's End*<sup>®</sup>



# Scout Participation

- Avg % of Scouts within selling Units = **40%**
- How do we increase participation within your Unit?

**IDEAL YEAR OF SCOUTING!!**

Some Additional Resources that might help....

(Leader Portal in the Training tab under 'Scout Resources')

# Scout Participation

**Trail's End®**  
Scout Fundraising

## Non-Selling Scout FLYER



**DESIGNED TO FUND YOUR YEAR IN 6-8 HOURS!**  
**Over 70% stays with you, your Unit & your Council**

### Why Trail's End?

*"They make fundraising easy, fun, and incredibly rewarding. You can sign up for Storefronts and sell online, they have tips for selling, and you can fully fund any adventure with Trail's End as your fundraising partner!"*

*"I've learned to earn my way, present with confidence, be persistent, set and achieve goals, and more! These are skills I'll take into adulthood and my career."*

Life Scout, Jonathan W.  
\$9,551 Rewards in 2024  
\$28,120 earned for Unit (\$80,345 sales)





# Scout Participation

**Trail's End**<sup>®</sup>  
Scout Fundraising

## Non-Selling Scout Email

**Audience:** Scout Families (especially non-selling Scouts)

**Subject:** What if popcorn could pay for your whole year?

Hi [Parent First Name],

We want every Scout in our Unit to get the most out of their year — and Trail's End popcorn is a big part of how we make that happen. It pays for all of the fun things we do throughout the year.

Last year, thousands of first-time sellers averaged over **\$1,700** in sales. Many funded camp, paid dues, and even covered gear and high adventure.

This isn't just about raising money. It's about helping our Scouts grow — learning confidence, goal setting, and salesmanship along the way.

**If your Scout hasn't sold before, this is the year to start.**

Everything runs through the Trail's End App — from Storefront signups to online sales and rewards. It's really easy to get started.

Start Selling with Trail's End: <https://info.trails-end.com/scouts>

Enter Unit Code {insert your Unit's Trail's End code here} to register!

# Scout Participation

**Trail's End**  
Scout Fundraising

## Non-Selling Scout Social Posts

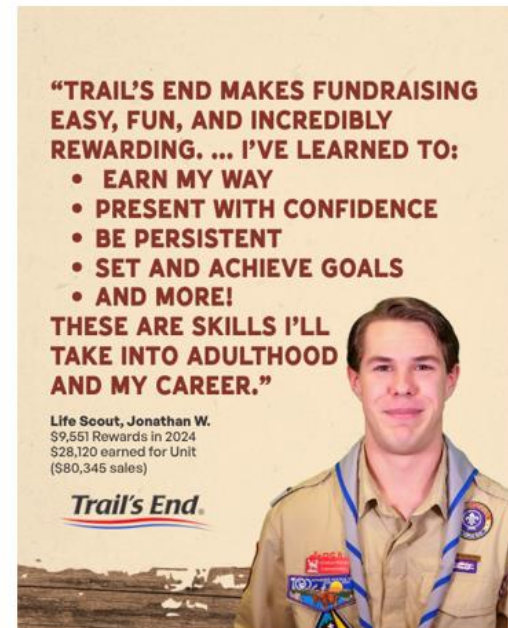
### Facebook Post 1

#### Caption:

This year, make popcorn more than just a fundraiser — make it your Scout's biggest growth moment.

From confidence to goal-setting, Trail's End helps Scouts build life skills *and* fund their adventures. Over 70% goes back to you, your Unit, and your Council. Ready to get started?

<https://info.trails-end.com/scouts>



# Ways to Sell

## 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

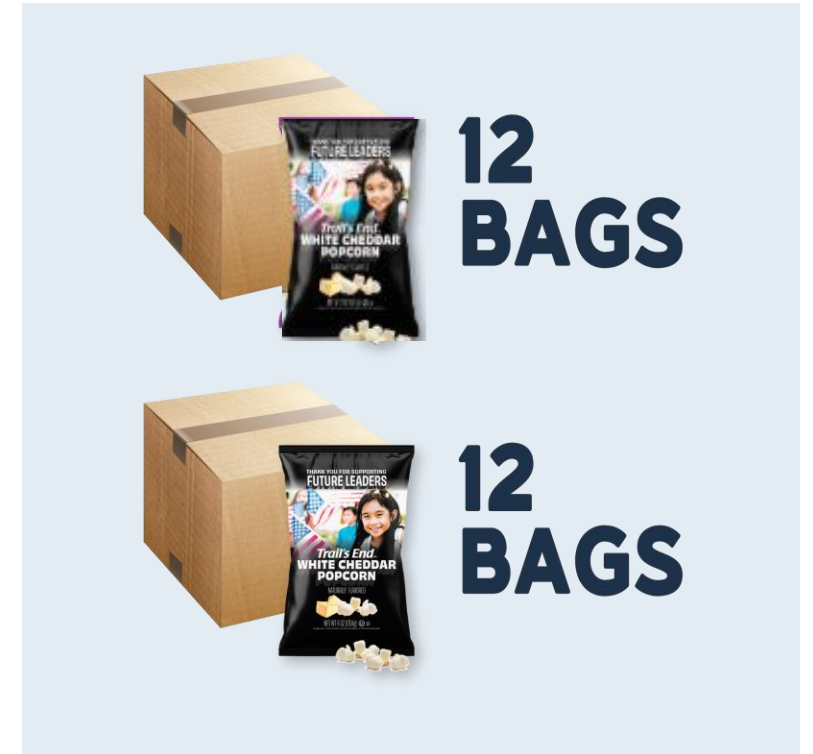
- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



# 2025 Trail's End NEW UNIT Promo



- ✓ 2 free cases for new Units (\$480 retail)
- ✓ 100% commission to the Unit
  - ✓ TE will issue the credit
    - ✓ Work a 2-hour storefront shift
    - ✓ Enter sales in the TE App



**NO RISK!**  
**NO UPFRONT COST!**

- \$480 of free popcorn for New Units
- Storefronts™ reserved for you

## **Trail's End Leader Portal (Unit Leaders)**

- Web based
- Mobile Friendly

## **Trail's End Scout App (Scouts)**

- Point of sale App for Scouts to sell popcorn.



# TE LEADER 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

The screenshot displays the 'Troop's End' Unit Leader Portal. The top navigation bar includes 'INVITE SCOUTS' and 'ORDER POPCORN' buttons. The main header shows 'STOREFRONTS' with sub-tabs for 'Manage', 'Reserve', and 'Create New'. A sidebar on the left lists navigation options: Dashboard, Unit Info, Training, Storefront Management, Storefront Reservations, Popcorn, Popcorn Orders and Returns, Transfers, Rewards, and Acct. Summary. The main content area shows a table of storefront reservations. The table has columns for Storefront Name, Address, District, Date, Day, Time, and a Reserve button. The first six rows are for 'ACME Markets' in the 'Southern Shore' district, with dates ranging from August 24 to September 1. The last four rows are for 'Lowe's Home Improvement' in the 'Northern Lights' district, with dates ranging from August 9 to August 20. The table also includes filters for 'Date', 'All Districts', and 'Sort by Recommended'.

Storefront Name	Address	District	Date	Day	Time	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 24	Sat	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 25	Sun	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Sep 1	Sun	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 24	Sat	2PM - 6PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 25	Sun	2PM - 6PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Sep 1	Sun	2PM - 6PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 9	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 16	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 23	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 20	Fri	4PM - 8PM	Reserve

## Successful fundraising starts with a goal!

Units must have a goal this year to reserve Storefronts™

Need help setting your goal? Use this guide to plan your program, create a budget, and determine your goal.

[Download Planning Guide](#)

- 232 users
- Goal avg. \$19,196

### Let's dream big! 🌟

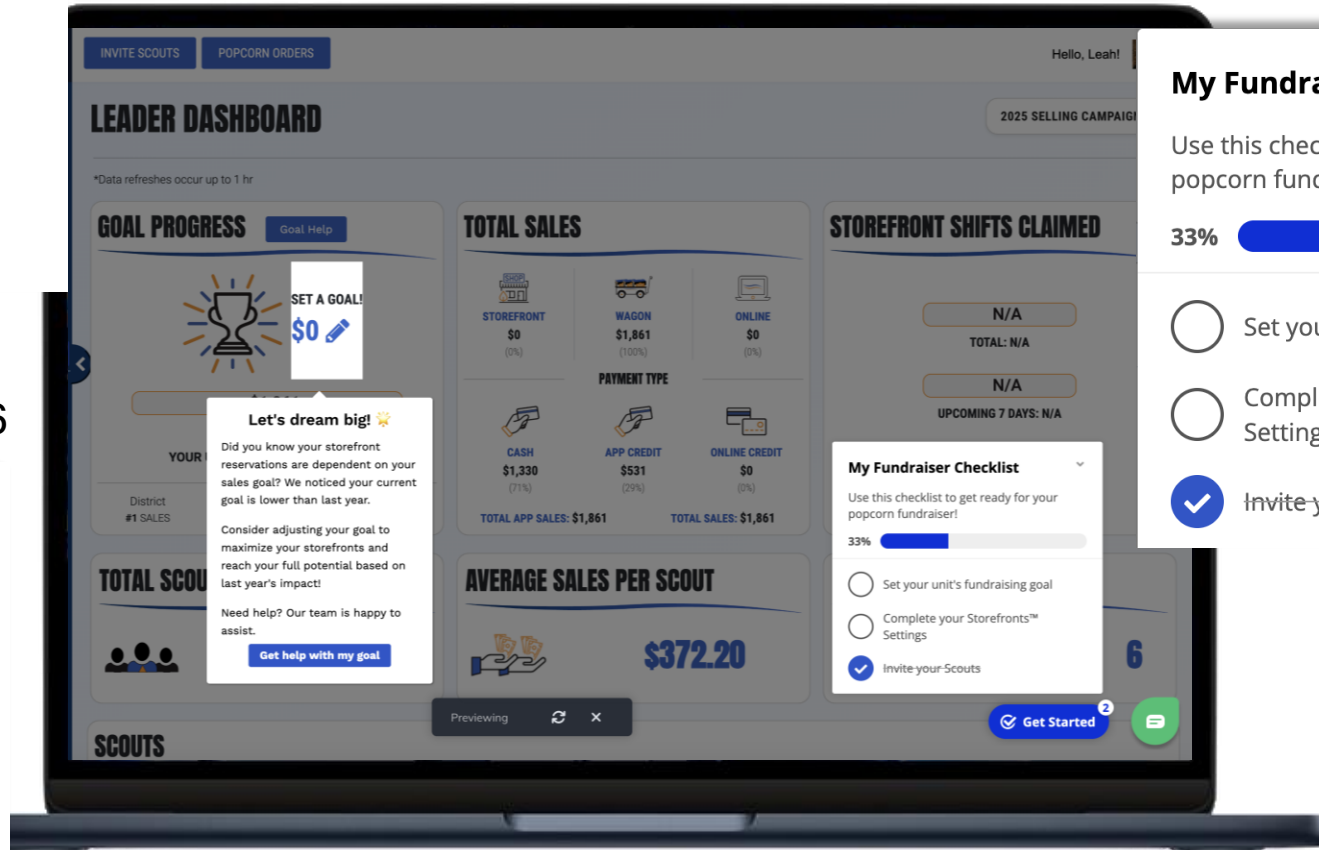
Did you know your storefront reservations are dependent on your sales goal? We noticed your current goal is lower than last year.

Consider adjusting your goal to maximize your storefronts and reach your full potential based on last year's impact!

Need help? Our team is happy to assist.

[Get help with my goal](#)

# IN-APP GUIDES



### My Fundraiser Checklist

Use this checklist to get ready for your popcorn fundraiser!

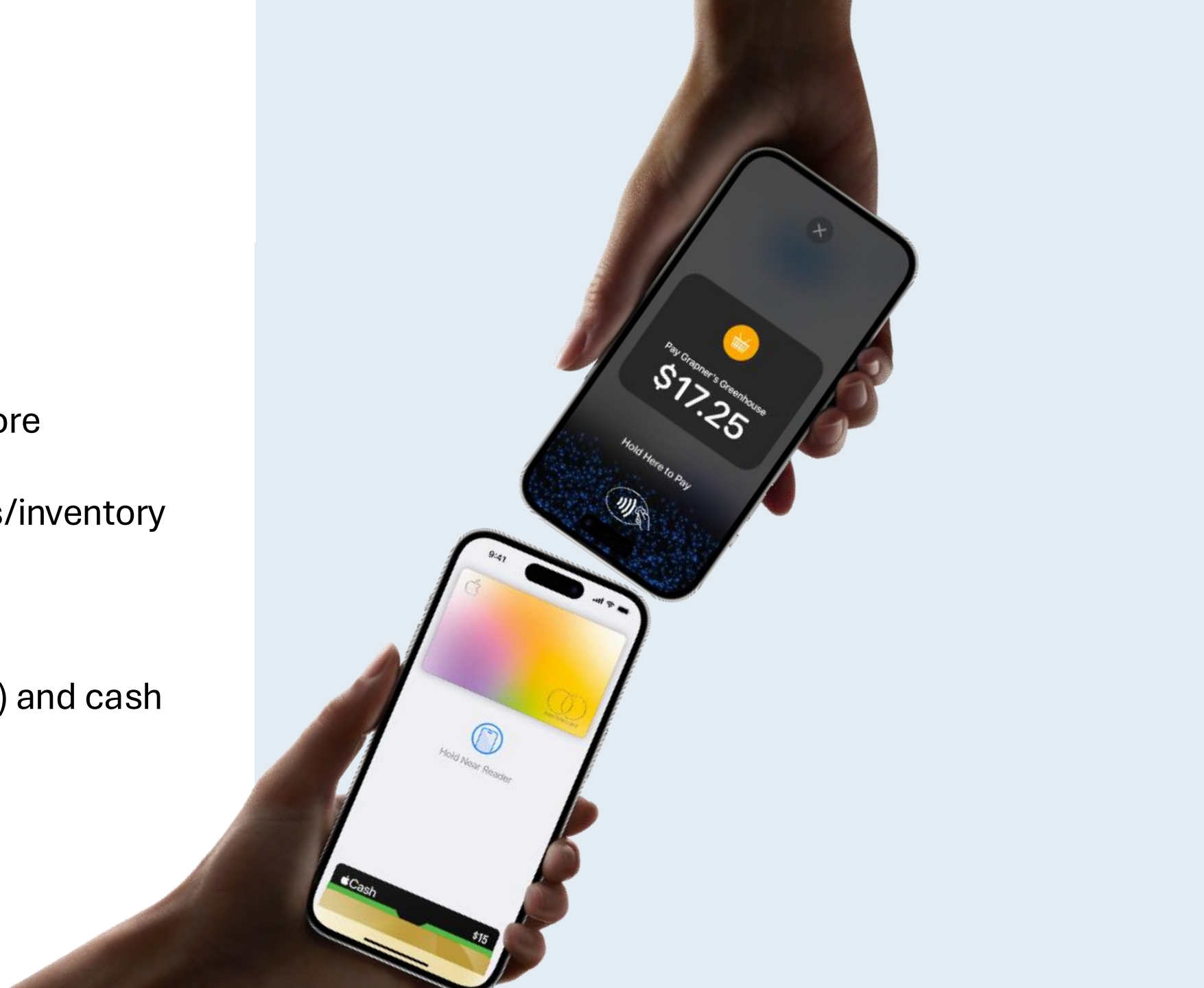
33%

- ☐ Set your unit's fundraising goal
- ☐ Complete your Storefronts™ Settings
- ☒ Invite your Scouts

- 570+ Units completed
- 1700+ Units with a goal

# TE 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



# NEW in 2025!

*Trail's End*®

## TE SCOUT APP

### TAP TO PAY

Take payments with a mobile phone –  
no additional hardware required!

#### **Additional payment options:**

- ✓ Credit card, Apple Pay, Google Pay, and Cash App Pay
- ✓ Cash payments
- ✓ Convert cash collected to credit for additional rewards



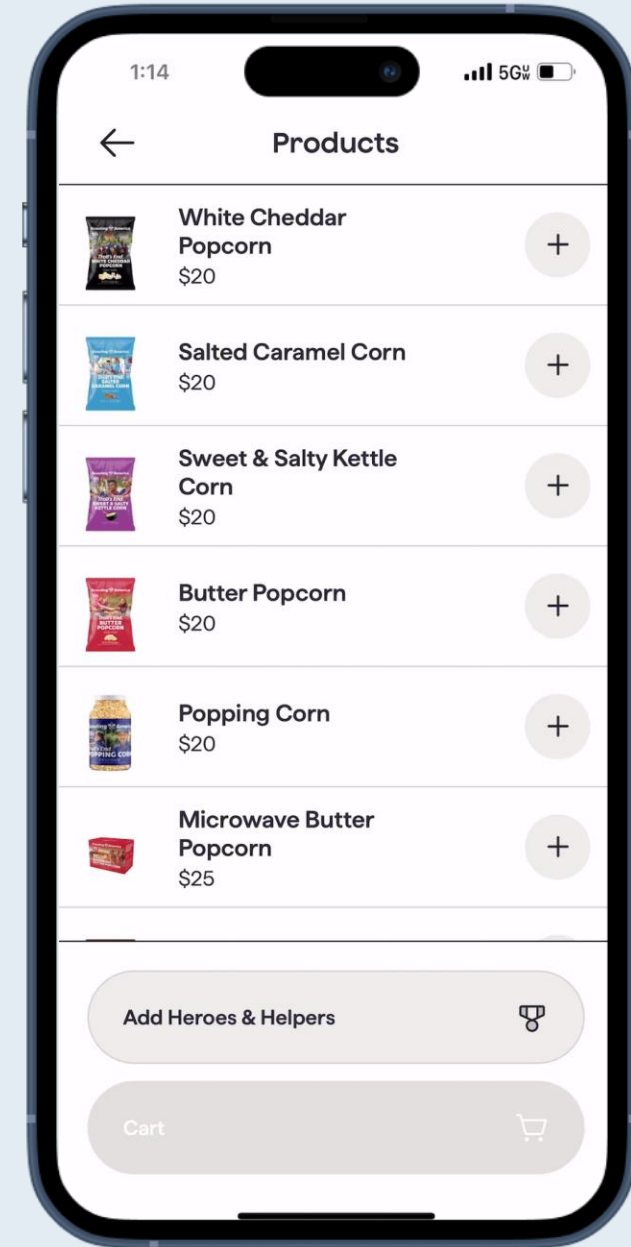
# TE SCOUT APP EASY CHECKOUT

- ✓ Tap to Pay
- ✓ Credit Sales
- ✓ Apple Pay and Google Pay
- ✓ Cash Sales

## Tap to Pay Compatibility

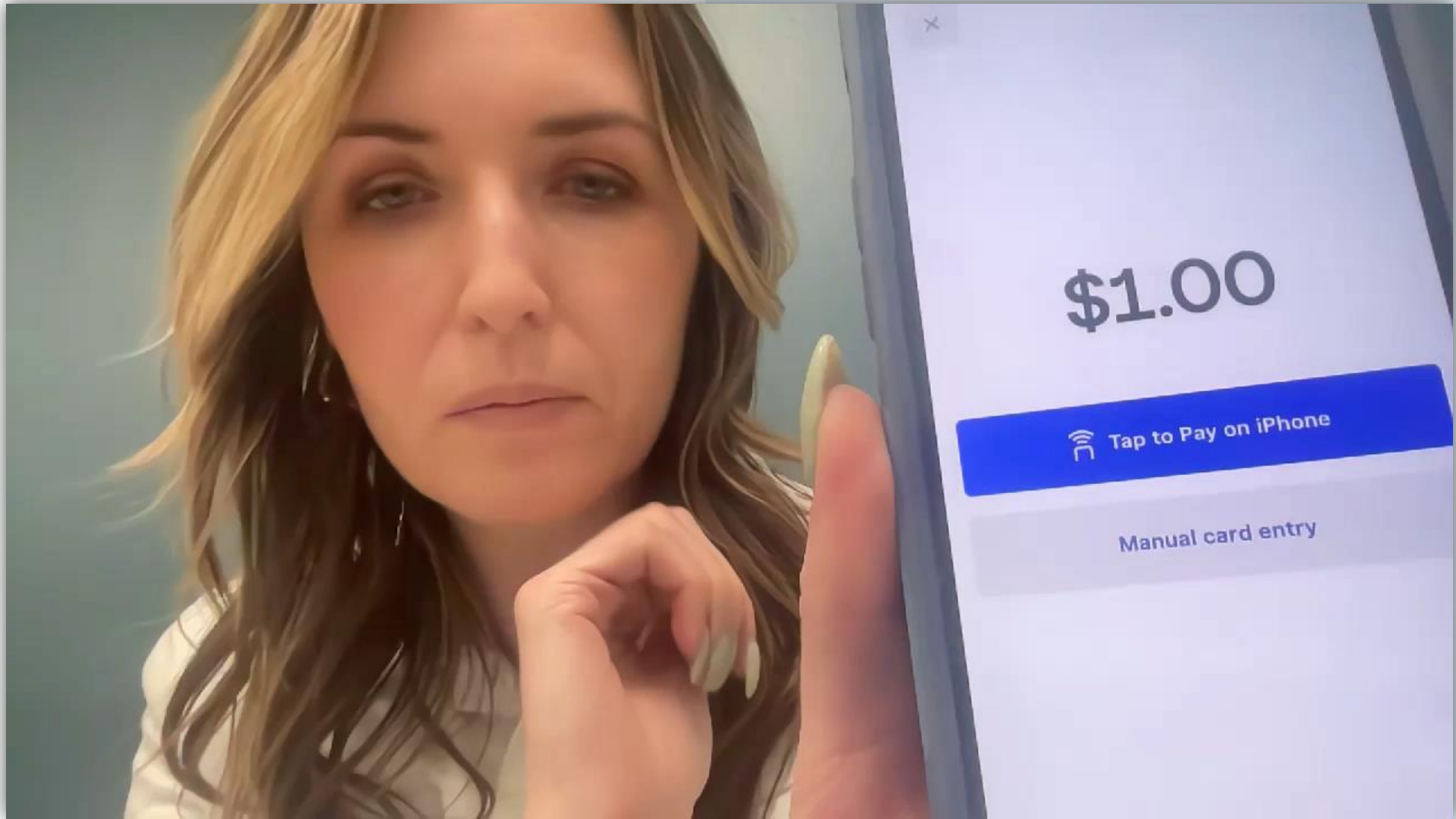
**Android** - S10 or newer is compatible

**Apple** - iPhone XR or newer is compatible





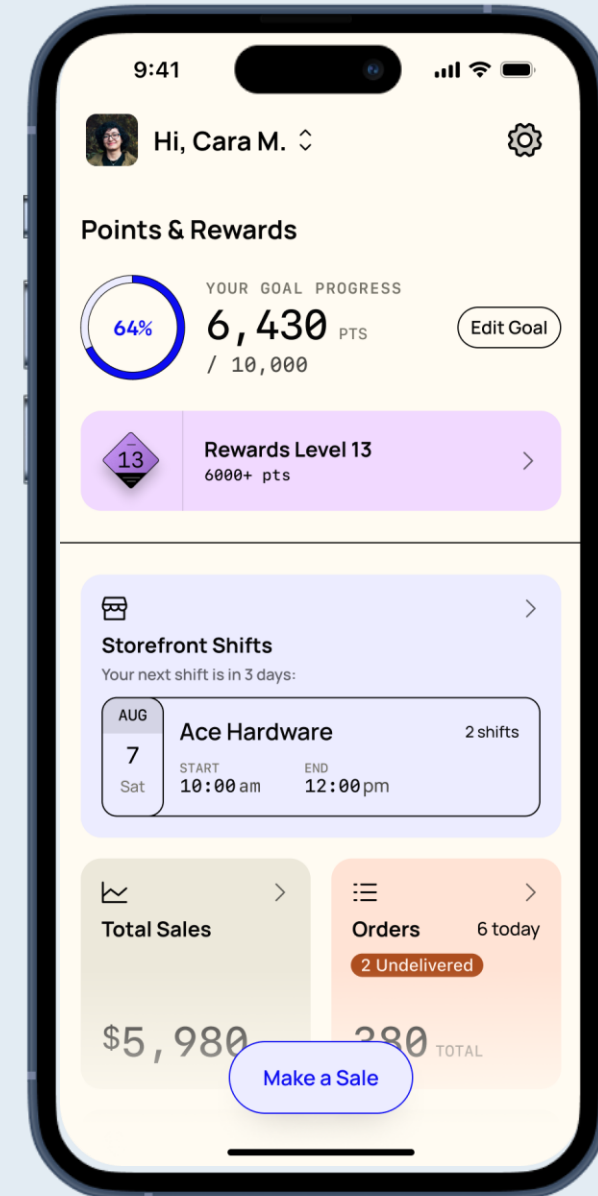
TRAIL'S END TECHNOLOGY  
**TAP TO PAY DEMO**



# TE Scout app DASHBOARD

✓ Single screen for all key actions:

- Make a sale
- Goal and rewards
- Cash to Credit
- Storefronts
- Sales data
- Orders
- Online sales
- Training



# IN-APP GUIDES

## TE Scout app Training

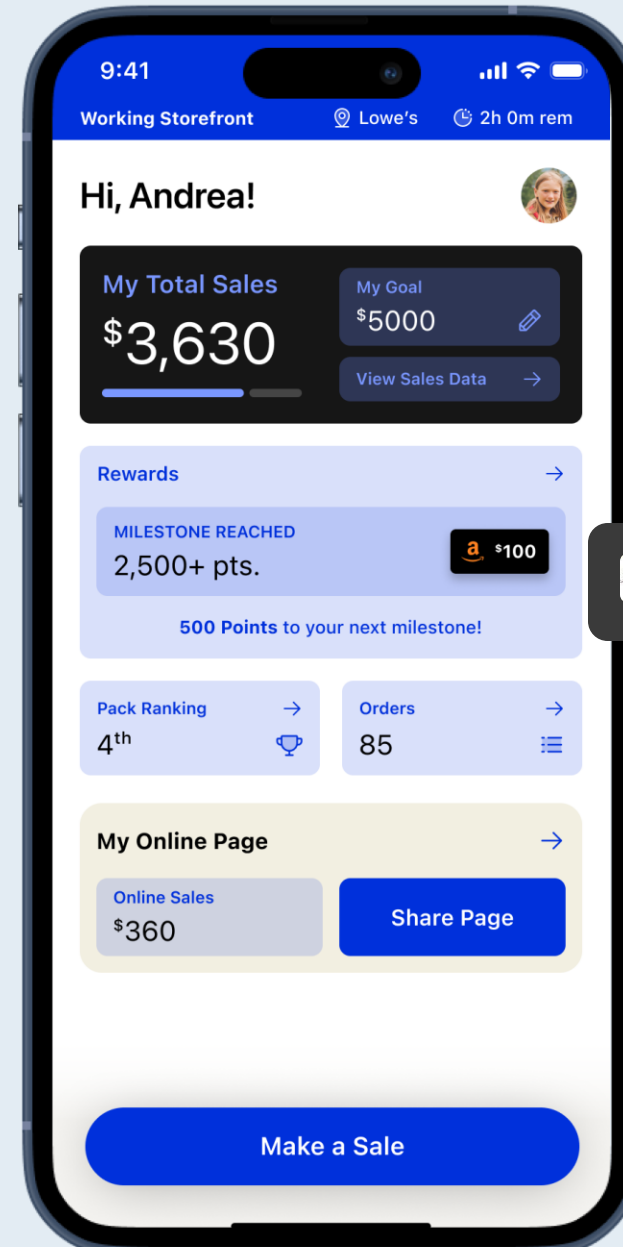
- ✓ Training provided as the Scout uses the app
- ✓ Scouts are prompted with the training they need when they need it



# IN-APP GUIDES

## TE Scout app Notifications and Sale Updates

- ✓ Sale updates in app for all Scouts
- ✓ Push notifications on key reminders



New storefront shifts now available for sign-up.



Your storefront shift is starting in one hour.

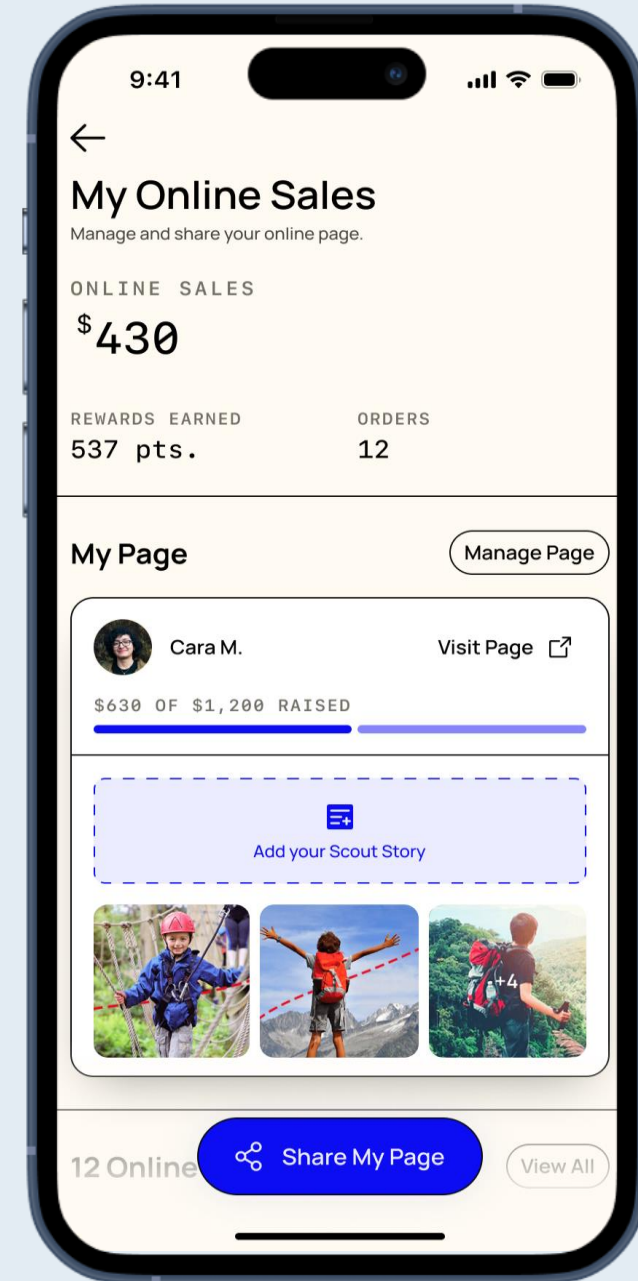


You have a reward available to claim!

# TE Scout app

## Online Sales

- ✓ Share is the primary action for Scouts
  - Past customers
  - Text
  - Email
  - Social
- ✓ Scouts are guided to personalize their page to help them get started

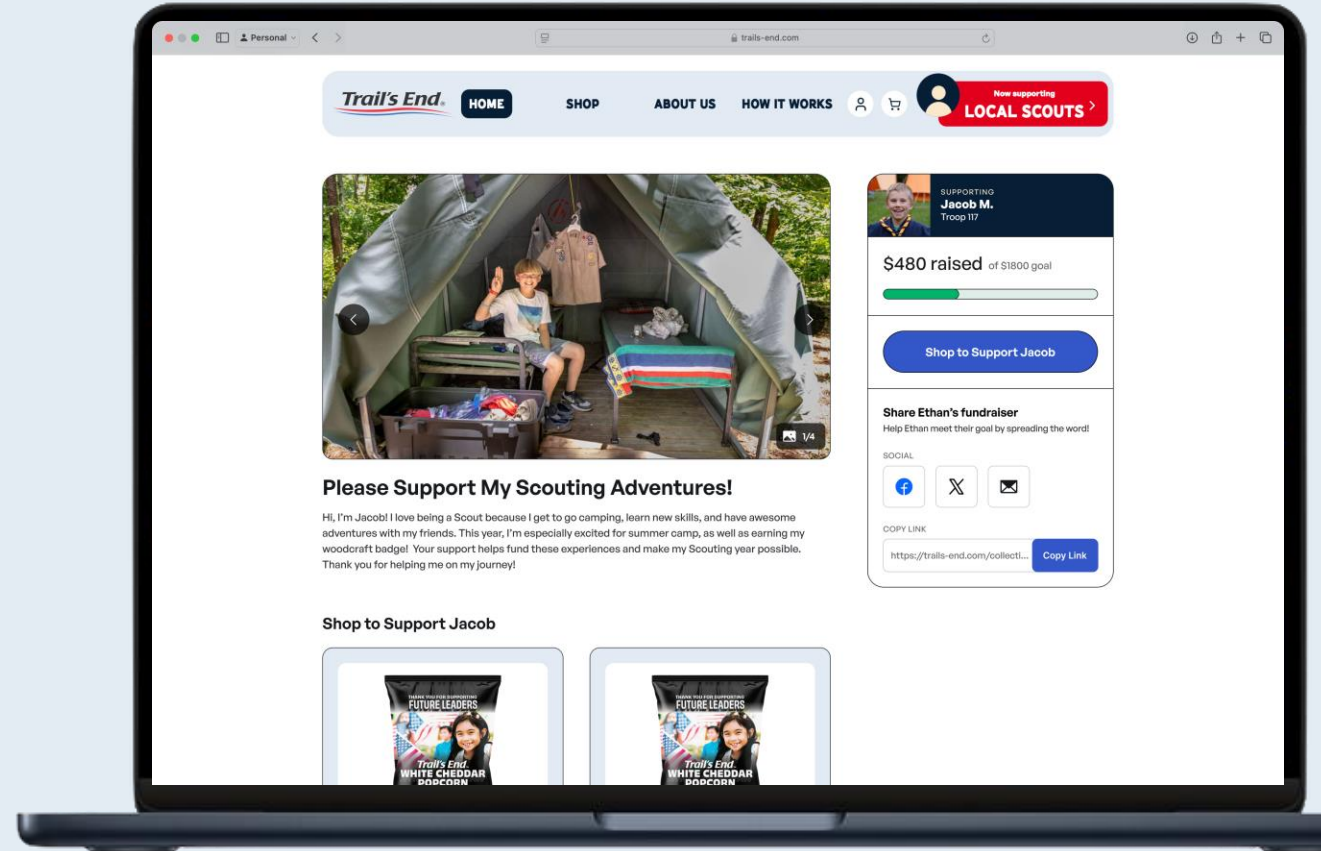




# TE Scout app Online Sales

✓ Redesigned Scout pages that:

- Emphasize the Scout and their story
- Allow consumers to share the Scout's pages with their network



# 2025 STOREFRONTS!

*Trail's End*®



# Reservation Schedule

*Trail's End*®

## 2024 SALES

## RESERVATIONS

July 22

\$10k+

4

July 23

All Units

2

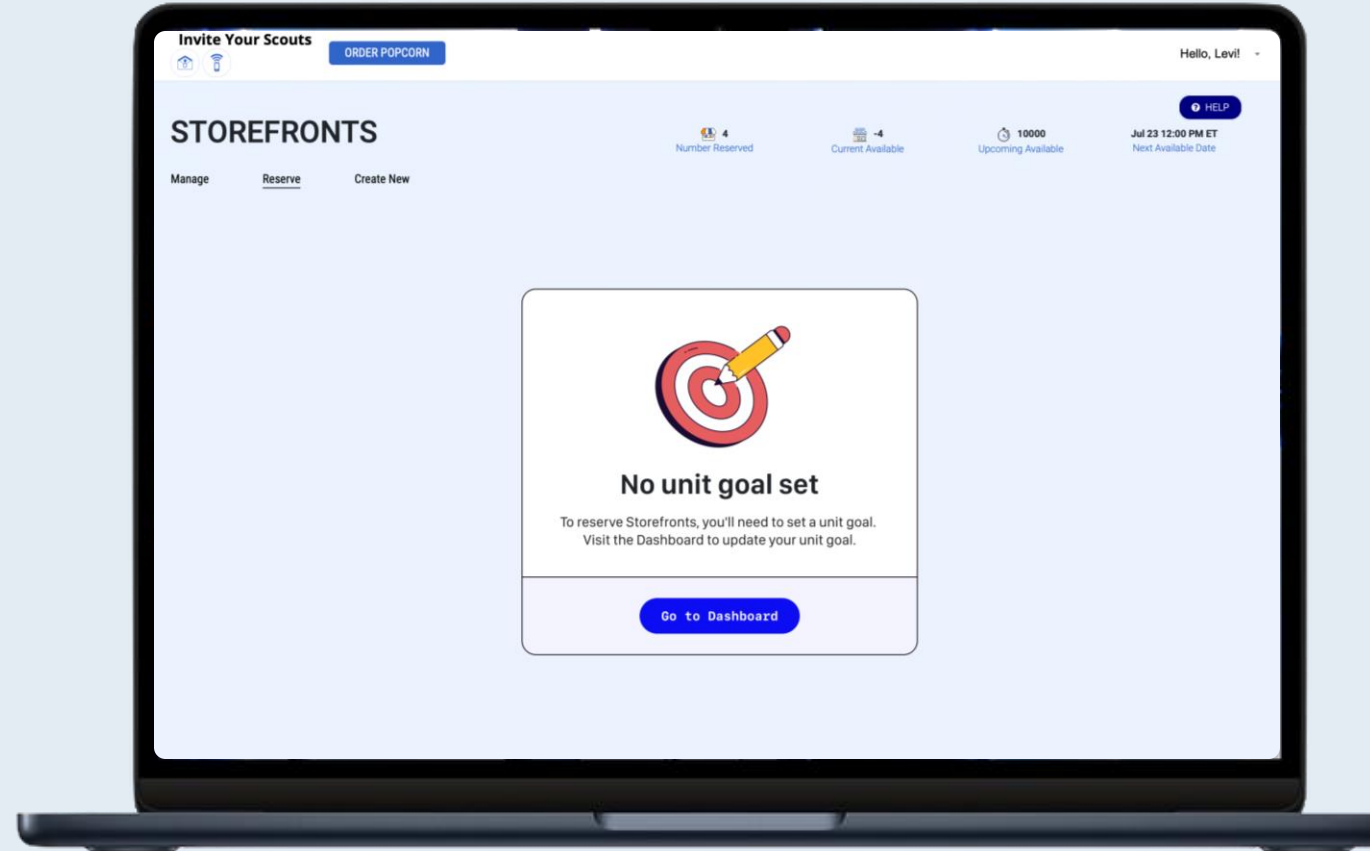
July 24

All Units

Unlimited

# STOREFRONT EFFICIENCY

- ✓ Goal required to reserve storefronts  
(Enter your GOAL today!)
- ✓ Guidance on storefront hours needed to reach goal





*Trail's End*®

## **2025 STOREFRONTS™**

- More opportunities for you to secure locations!
- Reservations with ZERO Scouts for the upcoming weekend will be released on Thursday at 7 pm (CT) for everyone to claim.
- Auto-release on Thursdays at 7 pm (CT) for Fri - Sun reservations.
  - 38% of weekend hours were claimed in 2024 and not used by Scouts.



# 2025 STOREFRONT DIRECTION

*Trail's End*®

## The Power of One Scout per Shift

**Opportunity:** 50% of hours are NOT one Scout

Which one generates more sales per hour?

2 Scouts on  
1 shift

\$190

Or

2 Scouts on  
solo shifts

$\$152/\text{hr} \times 2 = \$304$

**Solution:** More one Scout shifts

# 2025 TE REWARDS!

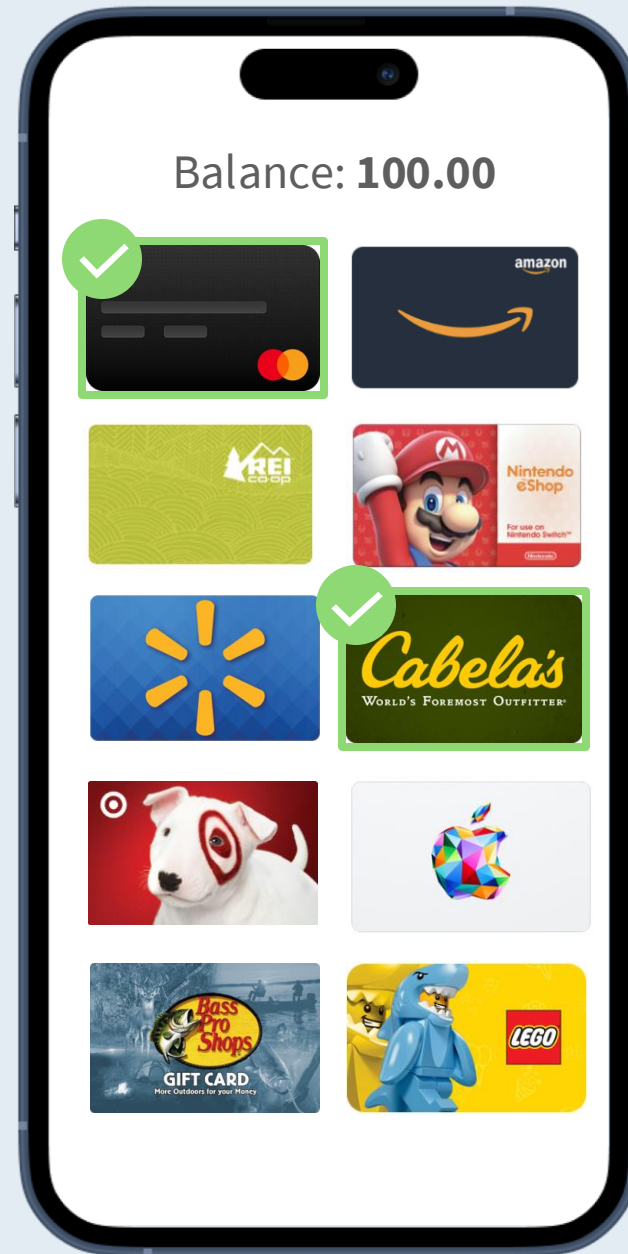
*Trail's End*®



# TE REWARDS

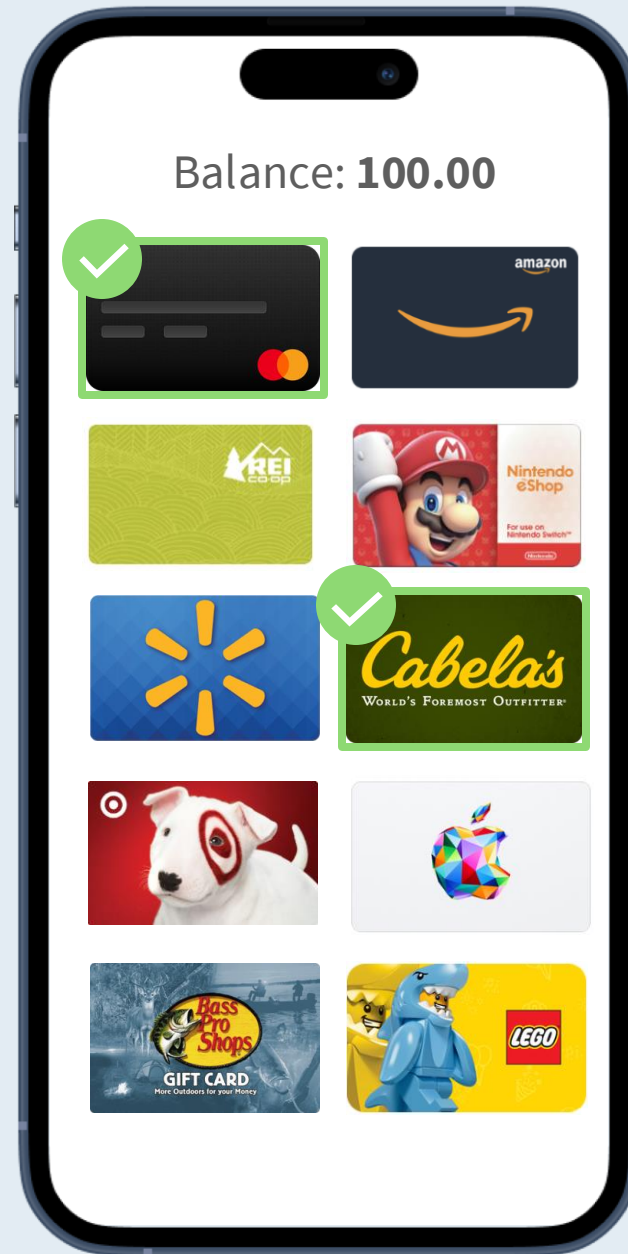


- ✓ Scouts claim their rewards from the app
- ✓ 15 gift card options
- ✓ Scouts can split their rewards across multiple gift cards
- ✓ No approving, receiving, distributing, or replacing prizes.
- ✓ Uncapped levels to incentivize top sellers.
- ✓ 1 pt for cash and 1.25 pts for credit (per dollar sold)



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

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	\$40
5	1,500	\$50
4	1,250	\$40
3	1,000	\$30
2	750	\$20
1	500	\$10



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



# OVER 70% STAYS LOCAL!\*



**WHITE  
CHEDDAR  
POPCORN**

**\$20**



**SALTED  
CARAMEL  
CORN**

**\$20**



**SWEET & SALTY  
KETTLE CORN**

**\$20**



**POPPING  
CORN**

**\$20**



**MICROWAVE  
BUTTER  
POPCORN**

**\$25**



**CHOCOLATEY  
PRETZELS**

**\$30**



# Scout Pitch

**Trail's End**<sup>®</sup>  
Scout Fundraising

- 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."

# PRODUCTS and Pricing

- **REMEMBER – YOU ARE NOT SELLING POPCORN. ANYONE CAN GO INTO A GROCERY STORE AND BUY A BAG!**
- Change your mindset to “with a \$20 donation you will be helping me attend \*insert adventure like Jamboree / specific summer camp!” and pick anything from the table!



**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.”

# \$20 on almost all items!

- One price – simplifies the fundraiser.
  - 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.



**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."



# HEROES & HELPERS 2024 IMPACT



**300,000+ BAGS**

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



**52,000+ SCOUTS**

collected Heroes & Helpers Donations — helping fund their Scouting dreams



**\$265,000+ REWARDS**

earned by Scouts from Heroes & Helpers donations

- Any \$ donation should be turned into the heroes and helpers program!
- Scouts earn an additional 0.5 points per donation!
  - \$1 credit card donation = 1.75 pts!
  - \$1 cash donation = 1.5 pts!

# TE WEBINARS

*Trail's End*®

## Both Leader & Scout Sessions

Leader Trainings begin July 10<sup>th</sup>  
Scout Trainings begin Aug 7<sup>th</sup>

### Sign up TODAY!





**REGISTER TODAY!**

*Trail's End®*

**Register for the 2025 Sale!**



# Trail's End YouTube Channel

***Trail's End***<sup>®</sup>  
Scout Fundraising

## Subscribe to our Channel!



# Council Incentives!

**Trail's End®**

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.**

# Commissions

*Trail's End*®

## Commission Type:

ONLINE DIRECT\*

TRADITIONAL/S&S/TAKE ORDER

## Commission Percentage:

35%

30%

## Sales Incentives:

### Commission:

\$5,000 to \$10,000

\$10,000 to \$20,000

\$20,000 to \$30,000

\$30,000 +

## Additional

\$240

\$480

\$720

\$962

# Order & Delivery Dates



- **1<sup>st</sup> Order:**

- Unit Orders Due – Sunday Aug 10<sup>th</sup>
- Distribution – Wednesday Aug 20<sup>th</sup>

- **2<sup>nd</sup> Order:**

- Unit Orders Due – Tuesday Sept 14<sup>th</sup>
- Distribution – Wednesday Sept 24<sup>th</sup>

- **Final Order:**

- Unit Orders Due – Sunday Nov 2<sup>nd</sup>
- Distribution – Wednesday, Nov 19<sup>th</sup>

**Distribution Location:**

MTC Metrobus Garage  
665 Franklin Ave NE  
St. Cloud, MN 56304



# Return Policy



## 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**

# Other Key Dates

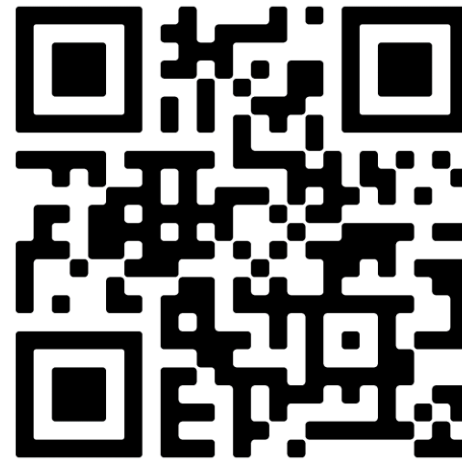
Sunday, Aug. 3	Attend Leader Training & Launch Parties
Sunday, Aug. 10	First Show & Sell Orders Due Online
Wednesday, Aug. 20	First Show & Sell Pick up
Aug. 1-31	Set Unit & Scout Goals Set your Unit Popcorn Kickoff Date for August or September Continue to set up Storefront Sales and Blitz Days
Tuesday, 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

# Support

**Trail's End**<sup>®</sup>  
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 Support

Gerry Granum

- [Gerry.Granum@scouting.org](mailto:Gerry.Granum@scouting.org)
- (320) 469-4122

*Trail's End*<sup>®</sup>

**Scouting**  **America**<sup>™</sup>  
Central Minnesota Council

**THANK YOU!**

**Comments and Questions?**