



2026 UNIT LEADER TRAINING

Trail's End®

2025 Super Sellers

Rank	Scout	Unit	District	Total Sales \$
1	Nicholas M	Pack 3181	Wotamalo	\$9,050
2	Will H	Troop 0920	Crossroads	\$8,824
3	Gavin H	Troop 2007	Crossroads	\$6,739
4	Keegan M	Troop 352	Heartland	\$5,845
5	Lillian M	Troop 352	Heartland	\$5,797
6	Parker I	Troop 0040	Heartland	\$5,546
7	Trenton C	Troop 1055	Lowaneu	\$5,501
8	Audrey M	Pack 3703	Lowaneu	\$5,427
9	William R	Troop 0088	Heartland	\$5,340
10	Colt W	Pack 3181	Wotamalo	\$5,334

Rank	Unit	District	Total Sales \$
1	Troop 0088/0888	Heartland	\$50,246
2	Pack 3181	Wotamalo	\$50,005
3	Pack 3988	Crossroads	\$48,662
4	Pack 3452	Heartland	\$47,967
5	Pack 3001	Heartland	\$31,627
6	Pack 3919	Crossroads	\$30,260
7	Troop 0920	Crossroads	\$29,159
8	Pack 3050	Heartland	\$25,588
9	Pack 3925	Crossroads	\$23,569
10	Pack 4142	Crossroads	\$22,398

What's New for 2026

**RUN THE SALE—
FROM YOUR PHONE.**

The *new*
LEADER PORTAL

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



WHAT'S NEW!

RUN THE SALE— FROM YOUR PHONE.

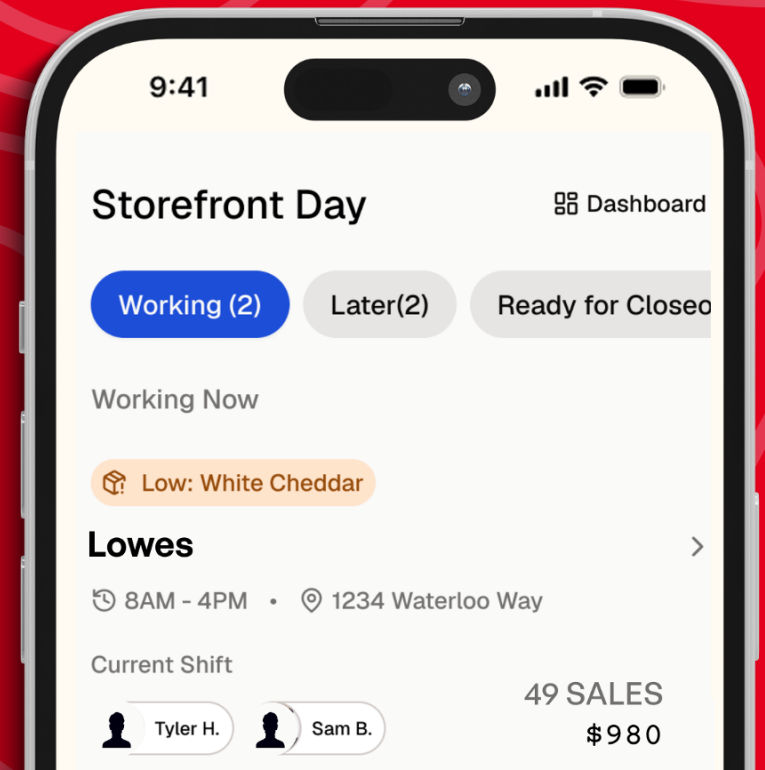
The new *Trail's End*® **LEADER PORTAL**

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

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



Launching
JUNE 3



- ✓ **SIGN IN.**
- ✓ **HIT YOUR GOAL.**
- ✓ **GET ON WITH SCOUTING.**

Trail's End®

**TAKE ME TO
THE LEADER
PORTAL**



SET GOALS

Trail's End®

- Build your Unit's Adventure Plan inside Portal
- Share your Unit calendar and budget with parents
- Scouts download the App and set their goals



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

- Teddy Roosevelt

Trail's End Adventure Plan

The Adventure Plan

Build you calendar
Set your Unit budget
Create fundraising goals

Trail's End



EXPLAIN WHY TO YOUR FAMILIES

Trail's End®

Boost Scout participation by sharing:

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

Communicate throughout the sale to keep momentum!



Pack 62 Calendar

JULY	AUGUST	SEPTEMBER
21 Popcorn Kickoff @ Launch Trampoline Park	3 Popcorn Sale Starts 24 Back to Pack:	2 Chattanooga Trip Signup 14 Tiger/Lion Fun Day

OCTOBER

5 Webelos Workshop
Cub Adventure Day
16 Pack Meeting: Webelos
18-20 Fall Family Camp
19 Jamboree on the Air
26 AOL Advance A

JANUARY

11 Stars & Stripes Festival
15 Pack Meeting: Winter
Jedi Training/Force
17 Cub Scout Lock-In
25 Spin to Win Party

APRIL

11-13 Scout Show
16 Pack Meeting: Spring
Bear Carnival
25-27 Spring Family
Camping

• See Den Leader

Explore CHATTANOOGA With us

Fall Pack 62 Outing

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

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

SAT. 11/2/24

STOREFRONTS

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

TRAIL'S END® STOREFRONTS:
UNITS & SCOUTS SELL 7X MORE

Trail's End secures **convenient hours and locations** for your Unit and Scouts on dates you can sell.



Last year, thousands of Scouts sold
\$300+/hour over **27,000+** Storefront
hours.

THROUGHOUT THE SALE

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

DOWNLOAD REWARDS FLYER



Trail's End REWARDS®

EARN 4X WITH CREDIT

4 POINTS PER \$1 CREDIT & ONLINE SALES

1 POINT PER \$1
CASH SALES

+3 BONUS POINTS PER \$1 FOR
CASH TO CREDIT™

CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

Pick one or more:

Amazon® eGift Card, Prepaid
Mastercard®, and others!



WHY IS CREDIT IMPORTANT

72% of U.S. retail is credit — yet Scouts are only 51% credit from consumers. That's a missed opportunity, because **consumers spend 14% more with credit — helping Scouts hit goals 14% faster.**

Plus, **not handling cash is safer for**

PLUS

1 bonus point per \$1 for Heroes And Helpers®
Earn **ADDITIONAL** bonus points for achieving
sales levels below

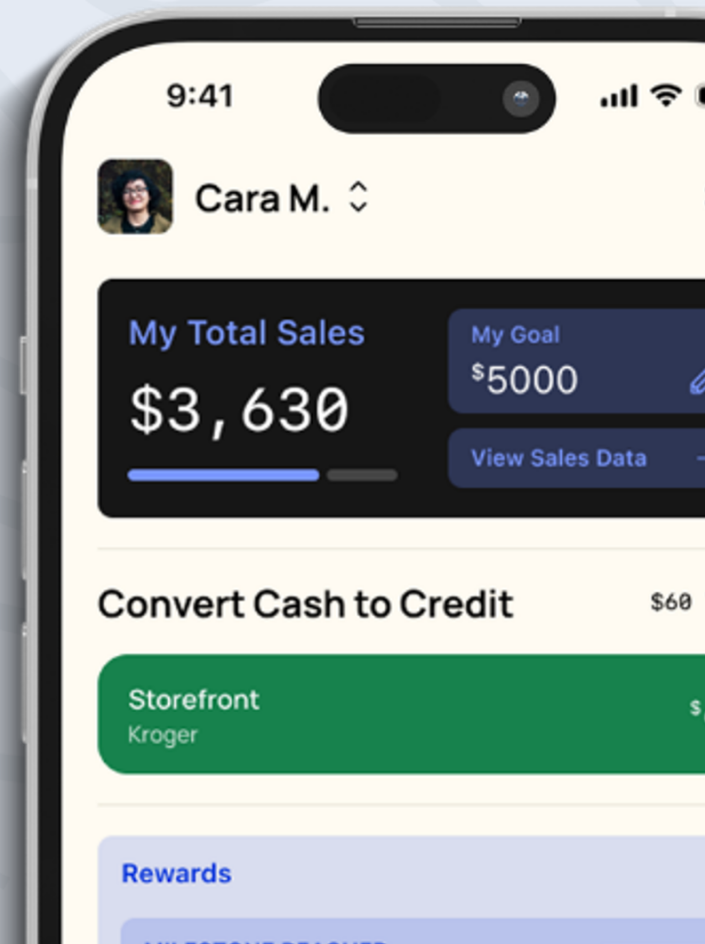


Scouts:

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

Parents:

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



TRAIL'S END REWARDS HIGHLIGHTS



Rewards & Life Skills For Your Scouts

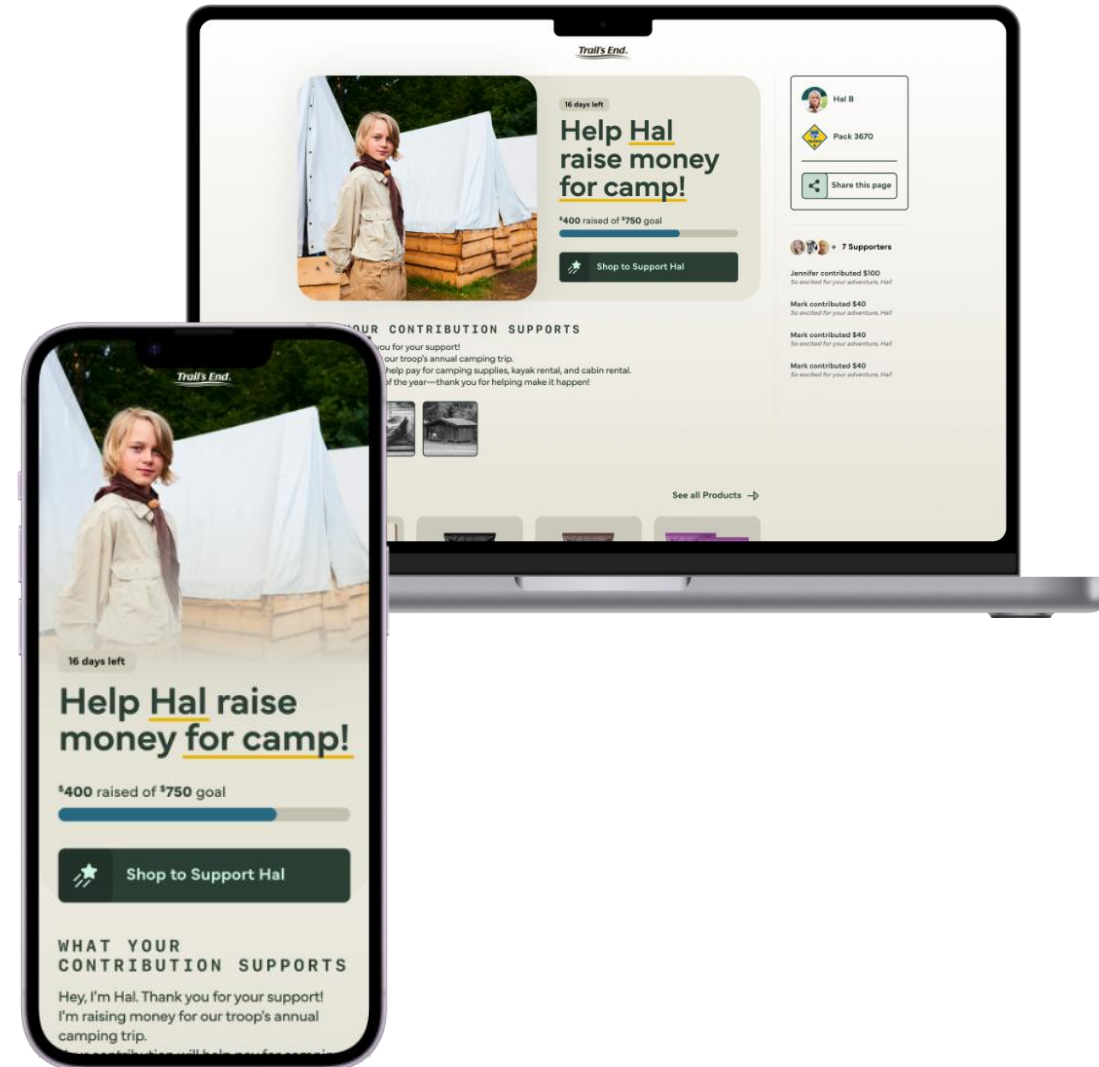
- Earn points and claim e-Gift Cards for adventures, fun, and gear!
 - Credit earns 4x more than Cash
 - +1 bonus point for Heroes and Helpers
- Scouts earn \$0.01 per point—easy to track and calculate
- Every sale builds confidence, communication, and teamwork!



TRAIL'S END PROGRAM - ONLINE



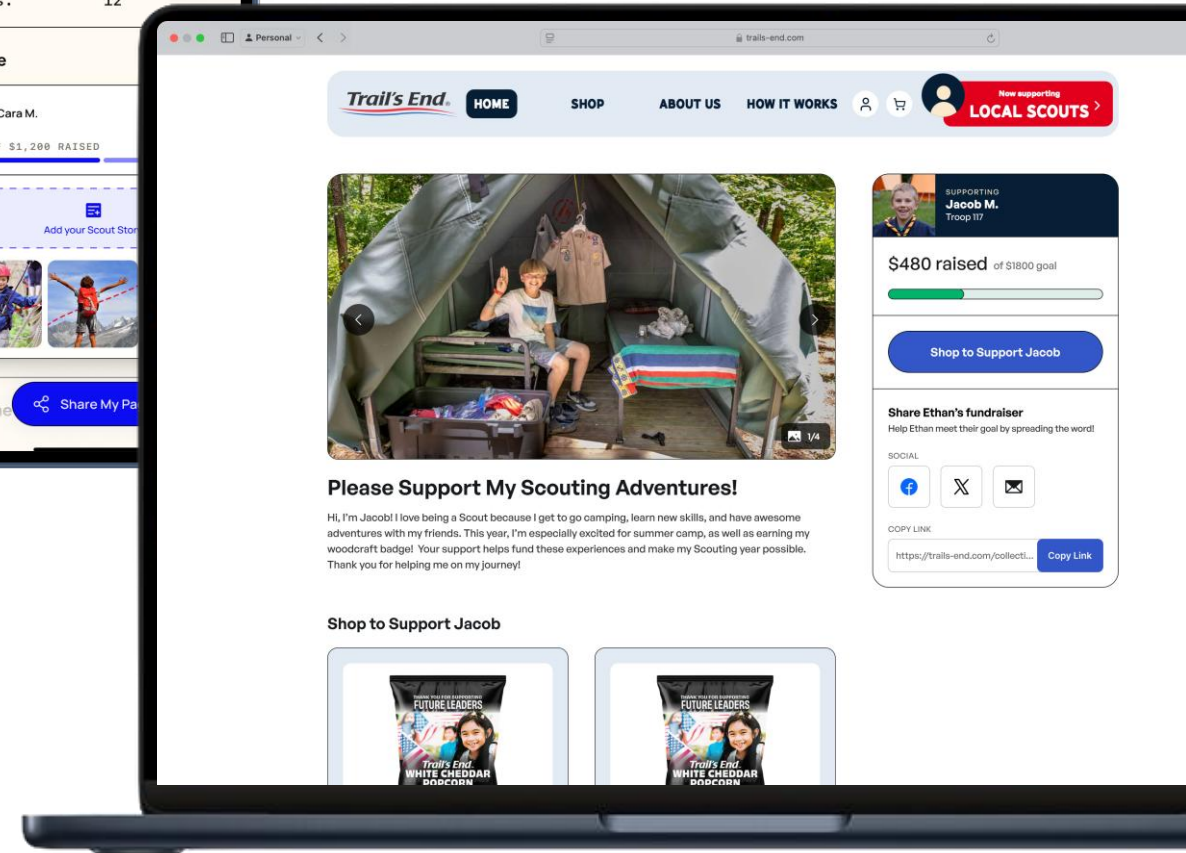
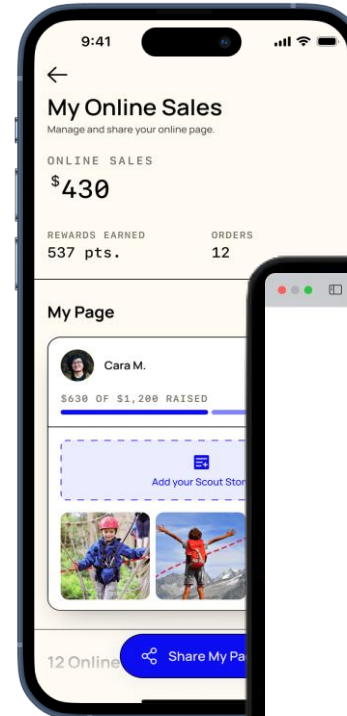
- Units avg 12-15% in Online sales
- Orders are fulfilled and delivered in *2-5 business days
- Share your custom Scout link on social media or text/email to family and friends



Trail's End - Online Sales



- Sharing is the primary action for Scouts
 - Past customers
 - Text
 - Email
 - Social
- Scouts are guided to personalize their page with new empty states to help them get started
- Redesigned Scout pages that:
 - Emphasize the Scout and their story
 - Allow consumers to share the Scout's pages with their network
- **\$7.49 shipping**





2026 Products

- We sell products & flavors that consumers purchase and enjoy every day.
- Now featuring Scouting America and Scouts in action.
- No artificial colors or flavors.



DESIGNED TO INCREASE
CONSUMER PURCHASES!

SIMPLIFIES SALE FOR
SCOUTS, LEADERS,
AND CONSUMERS!



White Cheddar

- National #1 seller
- Savory and made with real cheese
- 16.5 cups | 6oz



Salted Caramel Corn

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



Kettle Corn

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



Microwave Butter Popcorn

- The right snack for movie night
- 12 microwave bags



Sea Salt

- Just the right amount of salt
- 3 simple ingredients
- 12.5 cups | 5oz

Popcorn Key Dates

Date	Event
August 22	Initial Orders Due
September 1	Popcorn Sale Begins
September 3-4	Initial Distribution
September 27	Mid Orders Due
October 2	Mid Order Product Distribution
November 8	Final Orders Due
November 13	Popcorn Sale Ends Final Order Product Distribution Product Exchange
December 10	Final Payments Due

Product Distribution Plan

Initial Order Distribution Locations September 3-4

Heartland & Wotamalo

Federal Companies
101 National ST.
East Peoria, IL 61611

Lowaneu

Test, Inc
2323 4th St.
Peru, IL 61354

Crossroads

1913 Movers *
2021 Eagle Rd
Normal, IL 61761

*** NEW ADDRESS**

Subsequent Distributions

Peoria Scout Service Center

614 NE Madison Avenue
Peoria, IL 61603

Chocolatey Pretzels can be ordered during the
Mid Order or Final Order periods.



Weekly replenishment orders are back!
Need additional products? Place your order
through the Leader Portal.

Commissions

Retail (Traditional) Sales

30% Base Commission, Plus...

- **+3%** — Increase number of Scouts participating OR reach 50% participation
- **+2%** — Greater or equal to \$10,000 sold
- **+4%** — Greater or equal to \$20,000 sold

Online Sales

- 35% Commission



Council Bonus Incentives

Popcorn Super Sellers

Scouts BSA & AOL (5th grade)

- Sell \$2,900: One week at 2027 ISR Summer Camp or NYLT

Cub Scouts (K-4th grade)

- Sell \$1,450: 2027 ISR Cub Resident Camp youth registration

Disclaimer: Non-transferable between Scouts. May only be used within W. D. Boyce Council and must be used in 2027 by a registered Scout. No cash value alternative.



Unit Heroes & Helpers donations must exceed 10% of their total sale to qualify for free camp incentive.

Return Procedures

- Units can return up to 15% of received product **IF** -
 - Minimum of 10% of traditional sales in unit H&H to qualify for a return.
 - All donations received during the popcorn sale **MUST** be recorded in TE as H&H.
- Only full and factory-sealed cases in good condition are eligible.
- Chocolatey Pretzels cannot be returned.
- All returns must be brought to the Scout Service Center on or by November 13.



Thank You - Heroes & Helpers



Support

Council Popcorn Team Here to Help!

Council Kernel

Melissa Moran

melissa515@yahoo.com

Crossroads

Angela Hammes

alhammes@comcast.net

Lowaneu

Emily Maltas

3mily9innell@gmail.com

Stacy Law

stacylaw90@gmail.com

Wotamalo

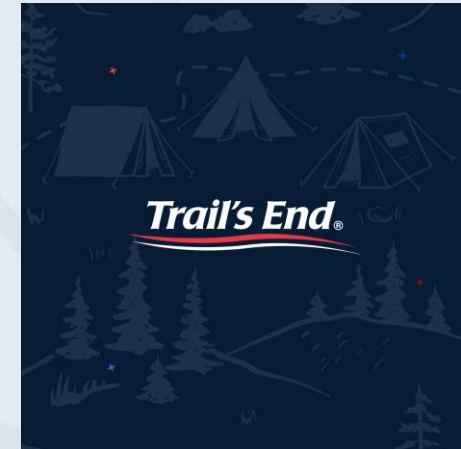
Gabby Beach

ghacker89@gmail.com

Staff Advisor

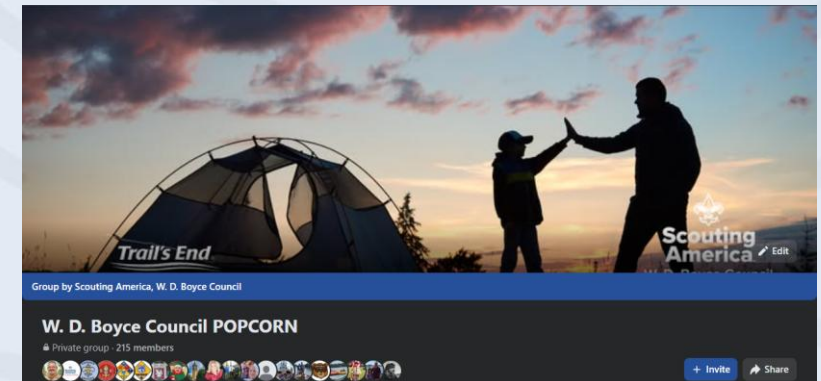
Ian Lamb

ian.lamb@scouting.org



Trail's End Support

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



Join our Facebook Group

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



Thank you!

Trail's End®