



Trail's End®

Sam Houston Area Council

2026 Unit Leader Training

Powered by Popcorn

Trail's End®
Scout Fundraising



**BECOME
DECISIONS MAKERS**



**LEARN MONEY
MANAGEMENT**



**BECOME
GOAL SETTERS**



**BECOME FUTURE
ENTREPRENEURS**



**LEARN
PEOPLE SKILLS**

Benefits for Scouts

- Personal growth program that can be applied to advancement opportunities and service projects.
 - Earn **DIFFERENT** eGift Cards
 - Millions of prize choices
 - Scouts choose the prizes they *want*

Scouts Learn

- How to help others around them
 - Public speaking & math skills
- Salesmanship & perseverance
 - How to earn their own way
 - The value of hard work
 - How to handle rejection

prepare

pre·pare

prepared; preparing

transitive verb

to make ready beforehand for some purpose,
use, or activity



Ideal Year of Scouting

Trail's End®
Scout Fundraising

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Incorporate new adventures & activities.

Budget

- Assign costs to activities 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

- Calculate Unit goal: divide budget by expected popcorn commissions.
- Divide Unit goal by # of Scouts to get Scout goals

Raise the Money

- Conduct one fundraiser and .
- Less time fundraising = more time Scouting!

Enjoy the Year!



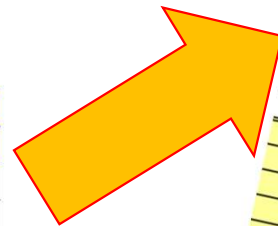
Ideal Year of Scouting

Trail's End®
Scout Fundraising

Fund Your Scouting Year

	Activities / Program Items	Cost
☒	Pack Dues	\$60
☒	Summer Camp	\$350
☒	BSA National Fee	\$85
☒	Council Program Fee	\$80
☒	Shirt	\$35
☒	Pants or Skorts	\$35
☒	Hat	\$23
☒	Belt	\$15
☒	Neckerchief	\$13
☒	Neckerchief Slide	\$8
☒	Socks	\$8
☒	Belt Buckle	\$7
☒	Patches	\$6
☒	Handbook	\$20
☒	Other	\$0

\$745 Total Cost
35% Unit Commission
\$2,129 Sales Goal



2026-2027 Program Planner

Trail's End®

1. Enter your Unit's activities and costs 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.

Pack/Troop _____
 Number of Scouts in Unit _____
 Unit Commission % _____

September		October		November	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00

December		January		February	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00

March		April		May	
Activities	Cost	Activities	Cost	Activities	Cost
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00

Ideal Year of Scouting

Trail's End®
Scout Fundraising

Help Units (or Scouts) Set Their Budget!

- Total Program Costs ÷ Unit Commission = Unit Sales Goal
- Unit Sales Goal ÷ Number of Kids in Unit = Scout Sales Goal
- Hit Scout Sales Goal = **100% PROGRAM FUNDED !!**

Trail's End Leader Portal

Trail's End
Scout Fundraising

UNIT
Troop 0050
Sam Houston Area Council

FUNDRAISER
Active
2026 Selling Campaign

Home

Scouts

Storefronts

Sales

Orders

Inventory

Finances

Reports

Program Overview

Support & Resources

Settings

Home

Welcome back to your Trail's End Leader Portal 🏡

Unit Sales Goal

Progress toward your 2026 target

\$0

raised of \$10,000 goal

0%

0% of goal

Annual Rankings

Next Up

Upcoming events and deadlines

JUL 16, 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 20, 2026

Storefront Auto Assignment

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

JUL 22, 2026

Storefront Claiming Opens

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

Continue Onboarding 10/11

Hi Michael 🖐️

How can we help?

Ask a question
Our bot and team can help

Sign up for Live Q&A

Unit Leader Materials

2026 Banner Purchasing

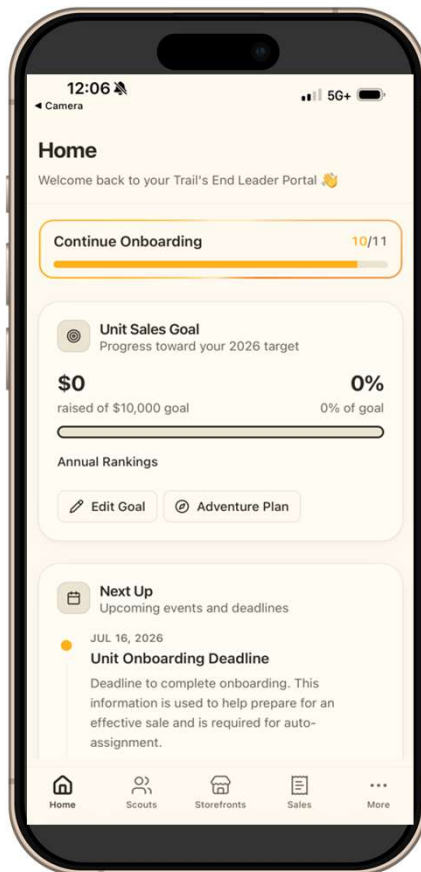
Create a ticket
Storefront Escalation

Search for help

Home Messages Help

Trail's End Leader Portal

Trail's End®
Scout Fundraising



Your one-stop-shop for sale management!

- Order Popcorn.
- Invite their Scouts to register; manage Scout roster.
 - Easily set Unit and Scout goals.
- View real time reporting of sales, inventory and cash management; all in one place.
 - Unit-to-Unit product transfers. No Council intervention needed.
- Create, schedule, and manage storefront sites and shifts.

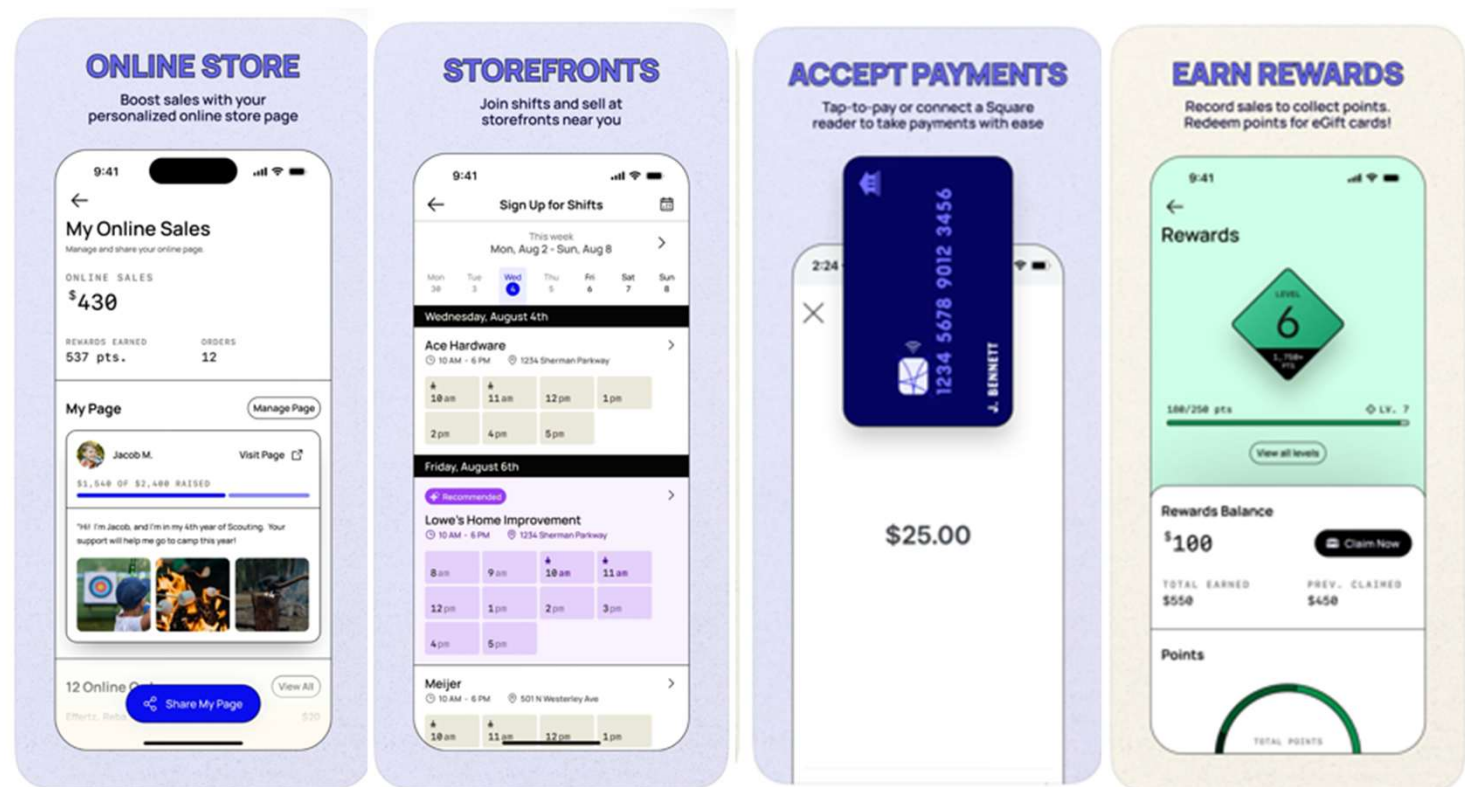
Trail's End App

Trail's End®
Scout Fundraising

Scouts use the App to...

- track and report real-time storefront, wagon and online sales
- accept cash and credit cards
- track inventory by Scout and storefront
- schedule Scouts for storefronts
- Track rewards

Free Credit Card Processing
Powered by Square |
Paid by Trail's End



Scout Rewards

Trail's End®

Scout
Fundraising

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®

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.

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 Scouts, Parents, and Leaders, and **credit means Scouts, Packs/Troops, and Councils get paid faster.**



**DOWNLOAD THE
TRAIL'S END APP®
TO START EARNING**

Scout Rewards

Trail's End®

Scout
Fundraising

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							

Trail's End Rewards earned in 2026 must be claimed by March 31, 2027. All rewards and promotions are subject to Terms and Conditions.

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. Please visit each company's website for additional terms and conditions.



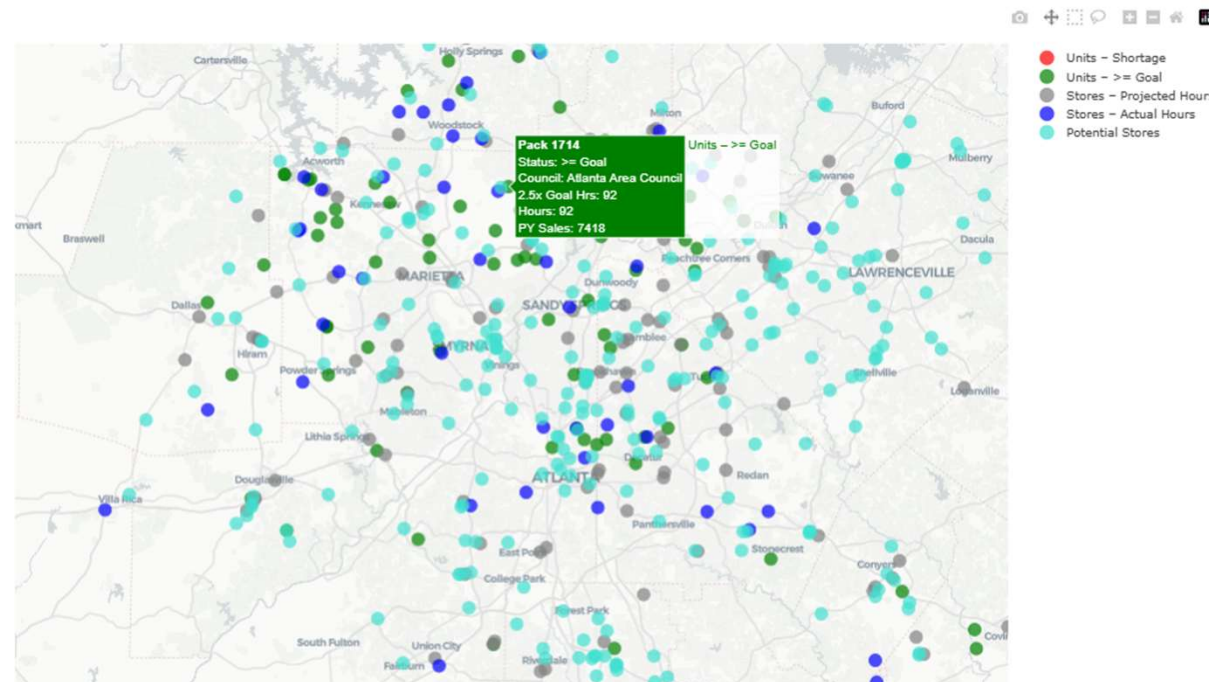
Popcorn – ONBOARDING Units 2026



Unit Coverage Mapping

Trail's End®

- Assurance we have store hour coverage for all Units
- Identify potential stores to call where coverage is not met
- 2.5X hrs available per Unit within 10mi radius against PY retail sales
 - \$10K PY sales – 50 hrs need @\$200/hr
 - 125 hr available for Unit goal

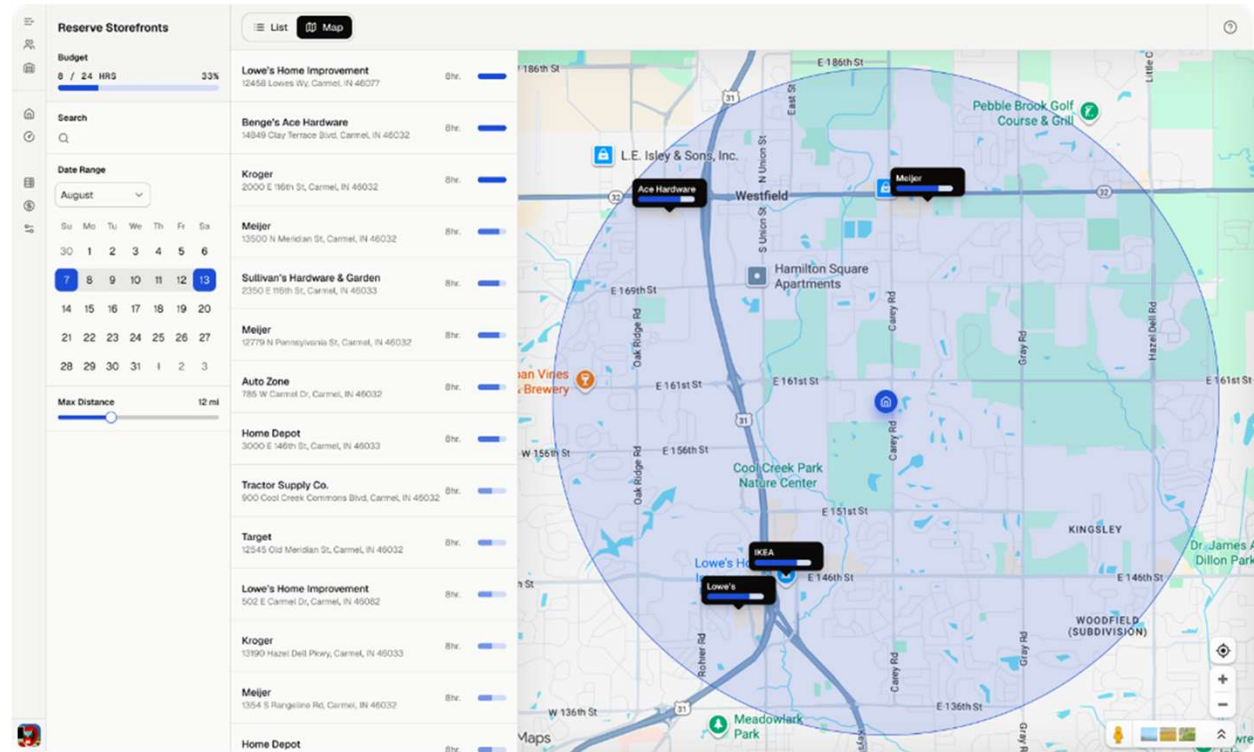


Unit Coverage Mapping

Trail's End®

Storefront reservation screen

- Better filtering and search
- Map-based browsing
- Predicted performance indicators used to rank reservations on a Unit level



sell

sell

sold; selling

transitive verb

to give up (property) to another for something of value (such as money)





2025 Review: Local Scout Statistics

Top Unit \$74,706

4 Units Sold Over \$60,000 (3 in 2024)

17 Units Sold Over \$40,000 (13 in 2024)

44 Units Sold over \$20,000 (39 in 2024)

Top 44 Units sold 60.3% of Total Popcorn

Top 87 Units (\$10K+) Sold 82.6% of Popcorn

Ways to Sell

Trail's End®
Scout Fundraising

Storefronts

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming in and out of stores.
- Best Practice: One Scout and their parent per shift.



Online

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!

Wagon

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



Storefront Best Practices

Trail's End®
Scout Fundraising

One Scout and their Parent - **Making \$500/hour a Reality!**

Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 6-foot table & banner
- Cash box with small bills.
- Scout should use the restroom before shift.
- Place products highest to lowest.
- NEVER put prices on table.

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- 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. No's happen, that's okay!
- Handle table and products setup.
- Stand and thank everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.

Scout Sales Pitch

Trail's End®
Scout Fundraising

***“Hi! My name is _____ and
I’m earning my way to _____.
Can I count on your support?”***

***“My favorite flavor is _____. If
you don’t have cash, that’s fine, we
take credit cards!”***

Scout Sales Pitch

Trail's End®
Scout Fundraising

Important!

Remember:

NEVER, NEVER, NEVER ask customers to buy popcorn.
It's to support You!

★ 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.”



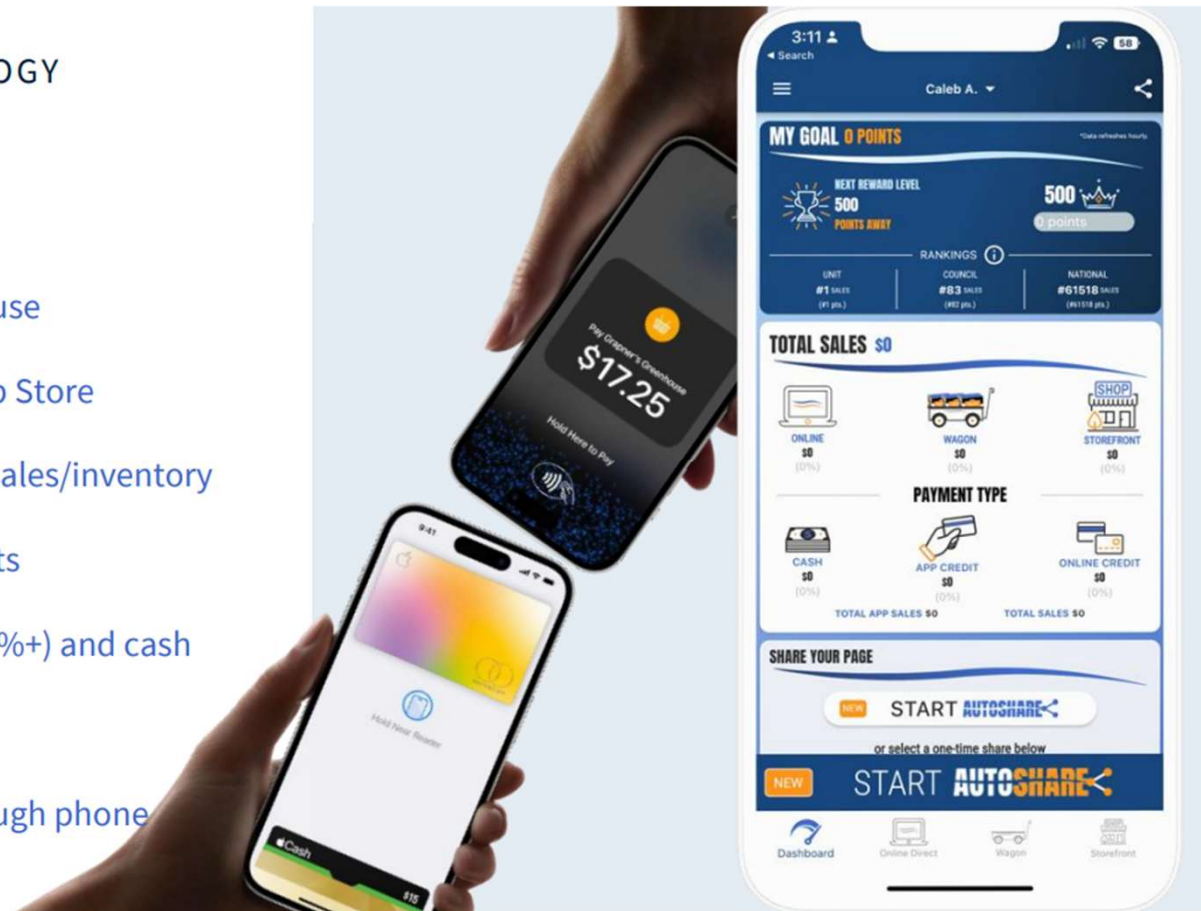
Trail's End.

Credit Card – Trail's End Tech

Trail's End®
Scout Fundraising

TRAIL'S END TECHNOLOGY **SCOUT APP**

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

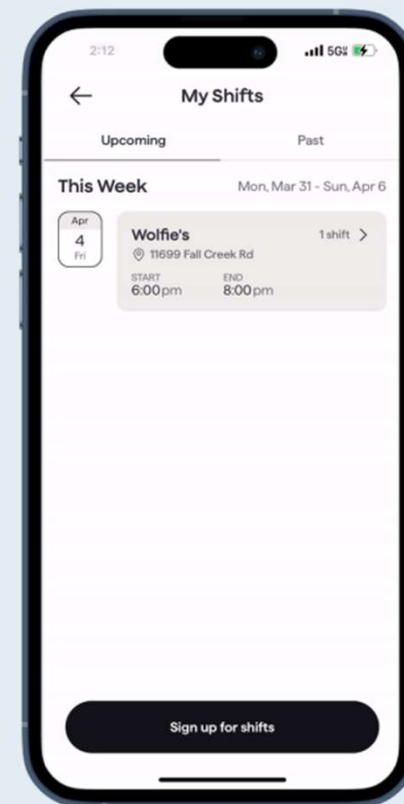
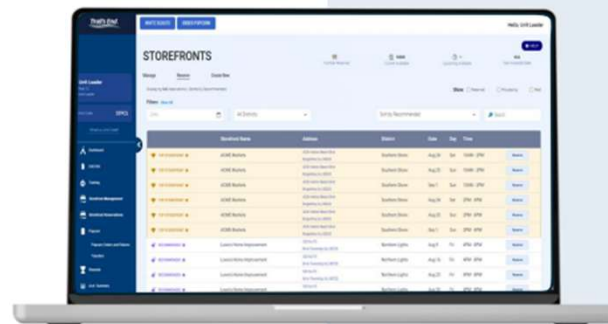


Credit Card – Trail's End Tech

Trail's End®
Scout Fundraising

TRAIL'S END PROGRAM **STOREFRONTS**

- TE has booked 15,000+ hours to date
- Leaders can reserve in TE Unit Portal
- Scouts sign up for shifts in the App
- VIP service for top units
- Store Examples:
 - Lowe's
 - Kroger
 - Tractor Supply
 - Ace Hardware





2026: Products

Trail's End®

2026 PRODUCTS

- We sell popular products & flavors that consumers purchase and enjoy every day
- No artificial colors or flavors

ONE FUNDRAISER
TO POWER YOUR ENTIRE YEAR

**FOUR
\$20
PRODUCTS***

DESIGNED TO INCREASE
CONSUMER PURCHASES!

SIMPLIFIES SALE FOR
SCOUTS, LEADERS,
AND CONSUMERS!

\$20



WHITE CHEDDAR POPCORN

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

\$20



SWEET & SALTY KETTLE CORN

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

\$20



SEA SALT POPCORN

New

- Delicious and made with just the right amount of salt
- 12.5 cups | 5oz

\$20



SALTED CARAMEL CORN

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

\$25



MICROWAVE BUTTER POPCORN

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

Scouting America
Sam Houston Area Council

Online Best Practices

Trail's End®
Scout Fundraising

Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products online.



Customize Page

- Upload a profile picture.
- Write a description - "Tell your customers why they should support Scout fundraising."
- Select your favorite product.



Share

- Share your online fundraising page link with family and friends!
- Use the App to post on social, send emails and texts & generate a QR code.
- Follow-up with customers who have not bought.



Council Sale Details

Trail's End®
Scout Fundraising

Dates

- Initial Order due July 26th, 10:00pm
- Replenishment Orders due Sundays, 10:00pm (Starting August 16th.)
- Final Replenishment Order: Sunday, October 18th, 10:00pm

Commission

- 30% Base (Storefront & Wagon)
- 30% Online
- Bonus Incentives for High Sellers

Warehouse Location

- Freeway Logistics
8828 Taub Road
Houston TX 77064
- Initial Order (July 26th Order) Pick-Up on August 14th 1:00pm – 4:00pm.

Replenishments take place 1pm to 4pm every Friday Aug 21st to Oct 23rd.

Trail's End Dates - Storefronts

Trail's End
Scout Fundraising

- **Unit Onboarding Deadline**

July 16th: Units Must Be Onboarded By This Date To Get All Benefits.

- **National Reservation Schedule**

July 18th: "Hour Budget" Shows in Trails End Portal

July 20th: Storefront Auto Assignment

July 22nd: Storefront Claiming Opens

- **Ordering Deadlines**

July 26th: Initial Order Due (10:00PM)

- **Storefront Selling Dates**

August 14th: First Day of Storefront Sales

Every Tuesday: Reservations Auto Release (For Upcoming Weekend)



Key Dates: Reorder Dates

• Replenishment Orders (Sundays, 10:00pm)

- Sunday, August 16th
- Sunday, August 23th
- Sunday, August 30st
- Sunday, September 6th
- Sunday, September 13th
- Sunday, September 20st
- Sunday, September 27th
- Sunday, October 4th
- Sunday, October 11th
- Sunday, October 1th

• Replenishment Pick Ups (Fridays, 1:00-4:00pm, Freeway Logistics)

- Friday, August 21st
- Friday, August 28th
- Friday, September 4th
- Friday, September 11th
- Friday, September 18th
- Friday, September 25th
- Friday, October 2nd
- Friday, October 9th
- Friday, October 16th
- Friday, October 23rd

Council Unit Incentives

- **All online sales earn 30% commission**
- **30% base rate for all traditional sales**
 - **(Show-N-Sell, Take-Order, Door-to-door)**
- **+2% Commission for total sales of \$20,000**
- **+3% Commission for total sales of \$30,000**
- **+4% Commission for total sales of \$40,000**
- **and on and on and on.....**

Council Unit Incentives

Trail's End®
Scout Fundraising

- **FREE Shipping on All Orders of \$15,000+!**

**FREE
SHIPPING!**



2026 Trail's End Program – New Units



Who qualifies:

Units that did not sell any popcorn fundraiser traditionally (Storefront or wagon) in 2025

What do new Units get:

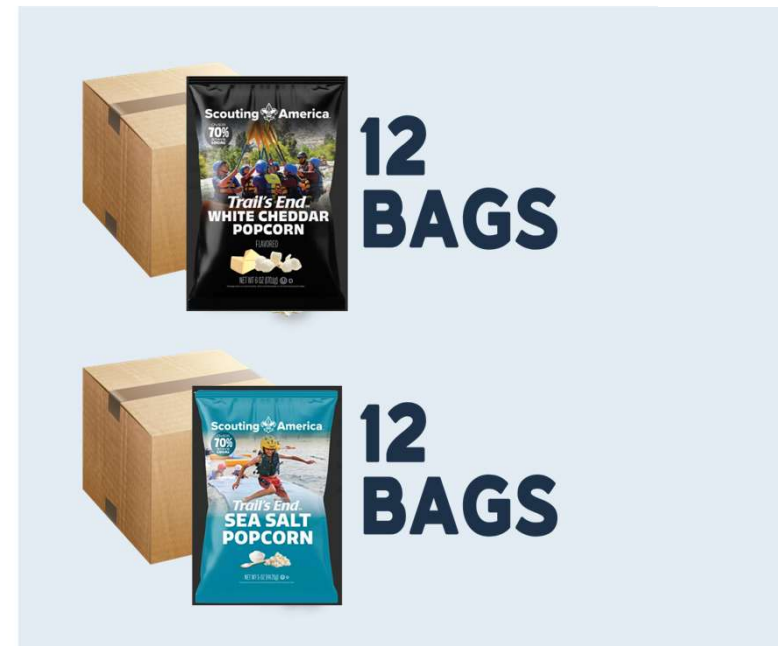
100% commission on one case of White Cheddar and one case of Sea Salt (\$480 retail)

What's required:

- (1) Minimum two 2-hour storefront shifts (4 hours total),
- (2) Two cases must be sold by 10/31, and
- (3) Record all sales in the Trail's End App

When will credits be issued:

No later than 11/13/2026



NO RISK!
NO UPFRONT COST!

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

2026 Trail's End Program – New Units

Trail's End®

- Two free cases - \$480 value
- A place to sell – preloaded to achieve your goal
- A way to sell- TE App – no credit card fees
- Rewards for your Scouts – giftcard program (no cost to Unit!)
- Support! Andrea / Jeanne / Michael / TE / email / chatbot
- Product availability – you can pick up additional items during the sale!



2026 Trail's End Program – New Units

Trail's End®

Earn more money in less time



"We got our free popcorn and I couldn't believe how quickly we sold it. We ended up **making \$27,593 in our first year.....**our best fundraiser ever!"

Madhavi Koritala, Troop 2605
Unit earned \$27,593 (\$70,832 sales)
Scouts earned avg \$788 (\$2,023 sales)

wrap up

wrap·up

wrapped up; wrapping up; wraps up

transitive verb

to bring to a usually successful conclusion



Steps (Final Orders Due November 1st)

Trail's End®
Scout Fundraising

Place Final Order

- Collect undelivered orders from Scouts.
- Go to “Popcorn Orders” page in Leader Portal.
- The system will highlight shortages using App sales and previous Unit orders.



- All Units **MUST** Place a **Final Order**, even if that order is \$0.

- **Final Orders are Due 10:00pm, November 1st.**



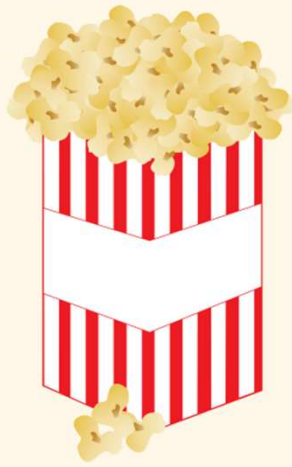
Kernel: District Training/Kick-Off

Popcorn 101

Designed for new Unit Popcorn Kernels, this training lays the groundwork for a successful popcorn sale.

Learn the foundations of:

- Budgeting
- Planning your popcorn orders
- Unit kickoffs
- Sales tactics
- Communication strategies
- Tips & tools



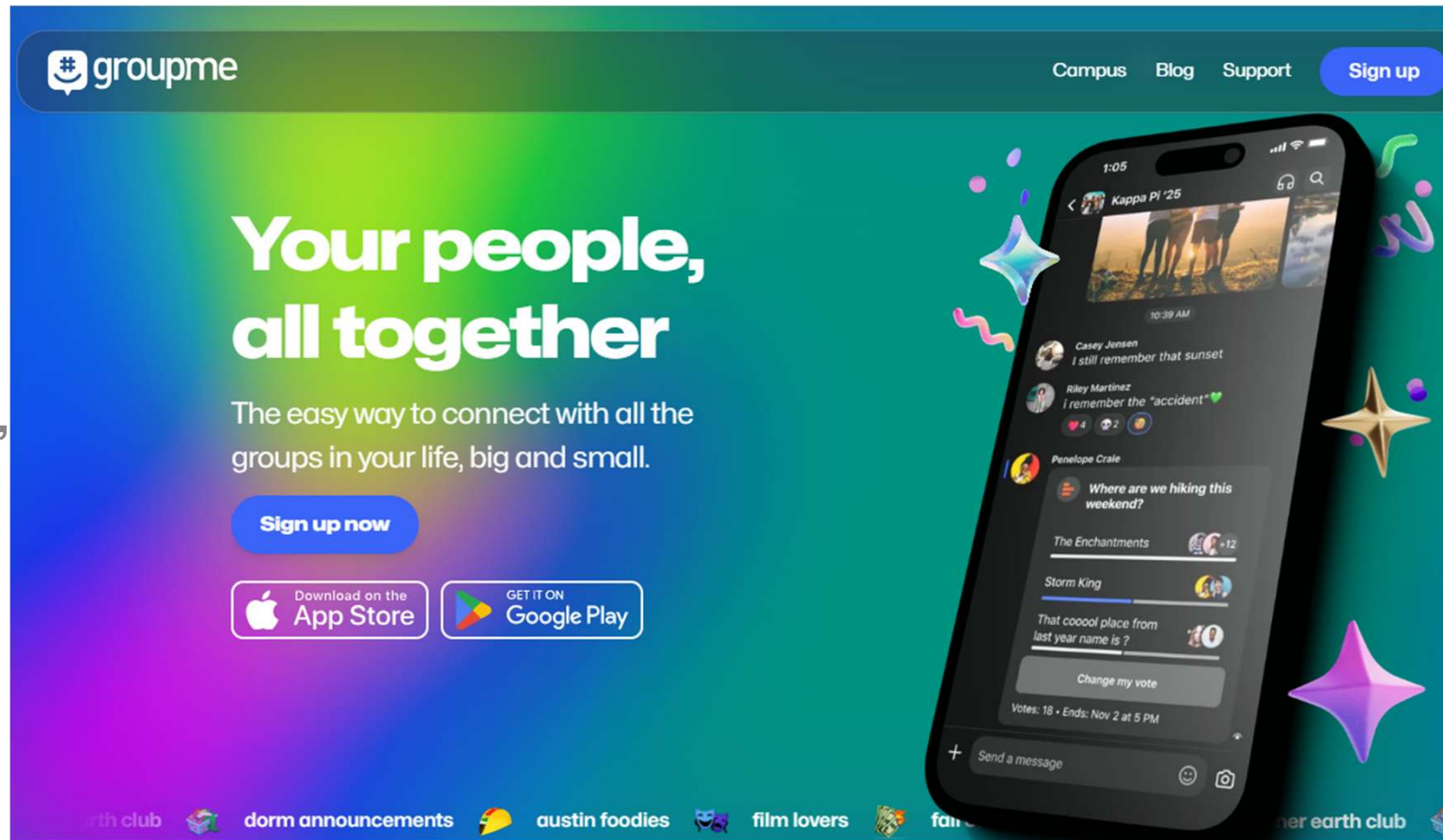
- Supplement the Council Trainings with your own District Specific Training!
- Proven Results: Top Selling Districts Did This in 2025.
- **Give your Units a BOOST in 2026!!**

District Connections

Trail's End®

Connect
With
Your
Team!

Download “groupme”
and communicate
with your District
Kernels and other
Unit Kernels. Get
updates, news and
best practices!



Support

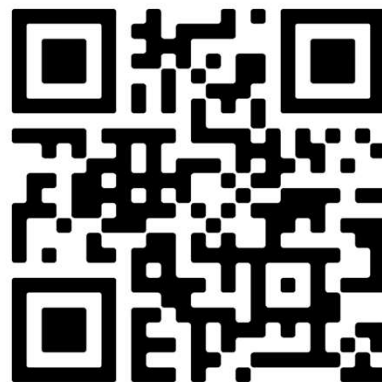
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Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



Email:
support@trails-end.com



Facebook Group

Join Trail's End Popcorn Community for best practices, support, news, and answers to questions.

Council Support

Michael Collins / Council Staff

- 576Popcorn@Scouting.org
- 713-756-3357

Andrea Simpson / Council Kernel

- Questions4Popcorn@gmail.com
- 832-270-7616

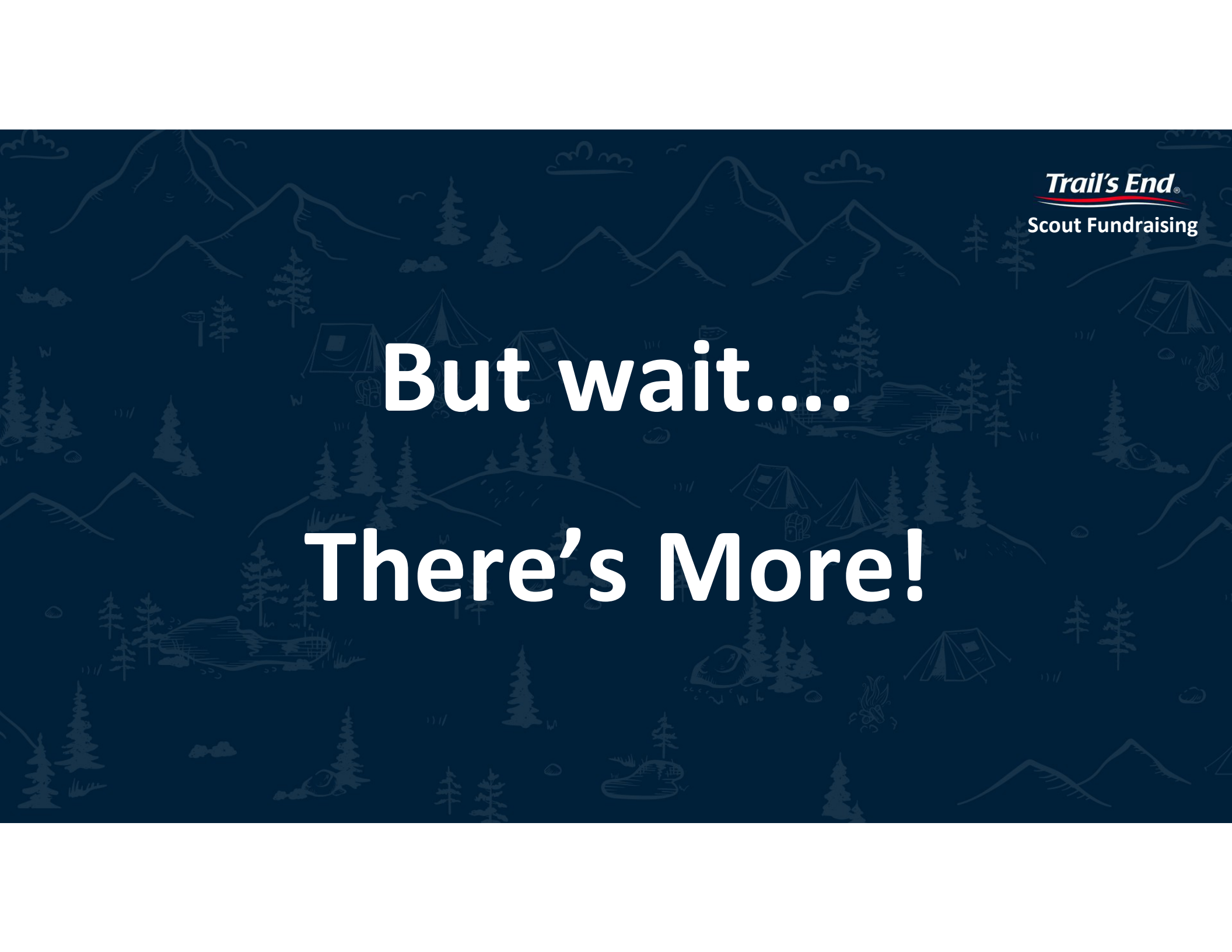
Popcorn Page:

<https://shacbsa.org/popcorn>

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Questions?

Thank You!

The background is a dark blue field filled with a repeating pattern of white line art. The illustrations include various outdoor elements: mountains, evergreen trees, tents, campfires, and a compass. The text is centered over this pattern.

But wait....
There's More!

2026 NEW Youth Collectible Incentive!

Trail's End®



10 Collectible Scouting Animals!

SAM HOUSTON AREA COUNCIL • POPCORN SALE



Collect the Pop-imals!

Every time you sell **\$250 or more**, you earn a shot at a collectible **Power Sphere** — 10 wild characters to hunt down and trade!

\$250+ sold → 1 Power Sphere

● **Three Tiers to Collect**

COMMON	RARE	EPIC
Standard finish	Special Edition Colors!	Metallic finish
Lion	Lion	Bobcat
Tiger	Tiger	Eagle
Wolf	Wolf	
Bear	Bear	

2026 NEW Youth Collectible Incentive!

Trail's End®



GRAND PRIZE RAFFLE

Bambu Lab P1S Combo

Sell **\$1,000** in popcorn and earn a raffle ticket for your shot at a **Bambu Lab P1S 3D Printer Combo** — the higher you sell, the more tickets you earn!



Sam Houston Area Council | Popcorn Sale

Ask your Scout how to start selling today!

The background of the slide is a dark blue field filled with a repeating pattern of white line art. The illustrations include various outdoor elements: mountains, evergreen trees, tents, campfires, and small rocks. The overall theme is outdoor camping and scouting.

Questions?

Thank You!