



2026 UNIT LEADER TRAINING

Trail's End®

WHY TRAIL'S END

Trail's End®

TRAIL'S END EXISTS TO MAKE SCOUTING POSSIBLE FOR EVERY CHILD

- You get convenient **Storefront hours with \$300/hour potential** for your Unit
- We pay all credit card fees
- Your Scouts get Rewards that motivate them to do their best
- You can manage the entire sale from your phone

Most important: we help Scouts build their confidence and level up their leadership skills.

WHAT'S NEW!

RUN THE SALE— FROM YOUR PHONE.

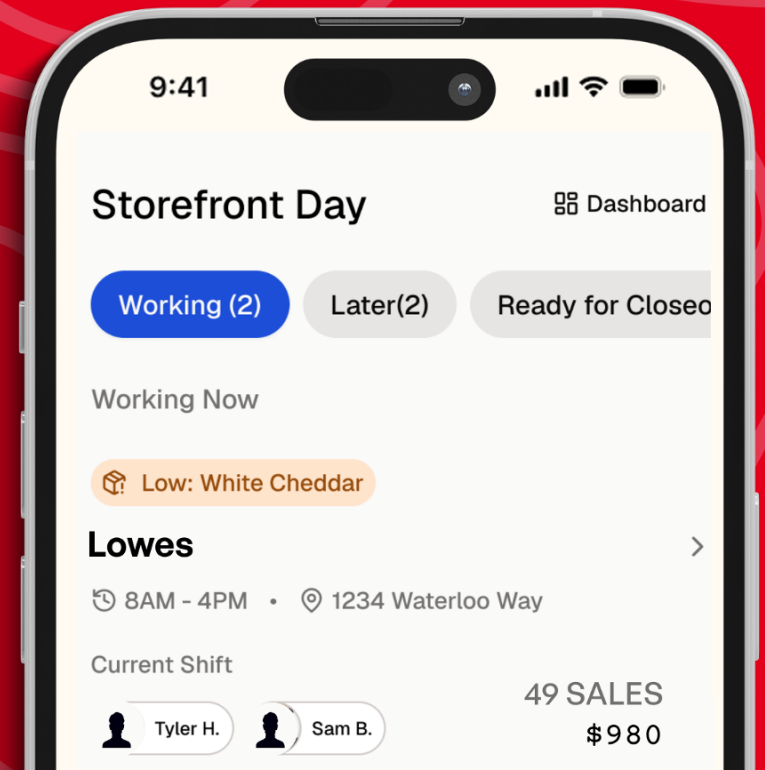
The new *Trail's End*[®] **LEADER PORTAL**

- 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



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

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

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

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

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**

DOWNLOAD REWARDS FLYER

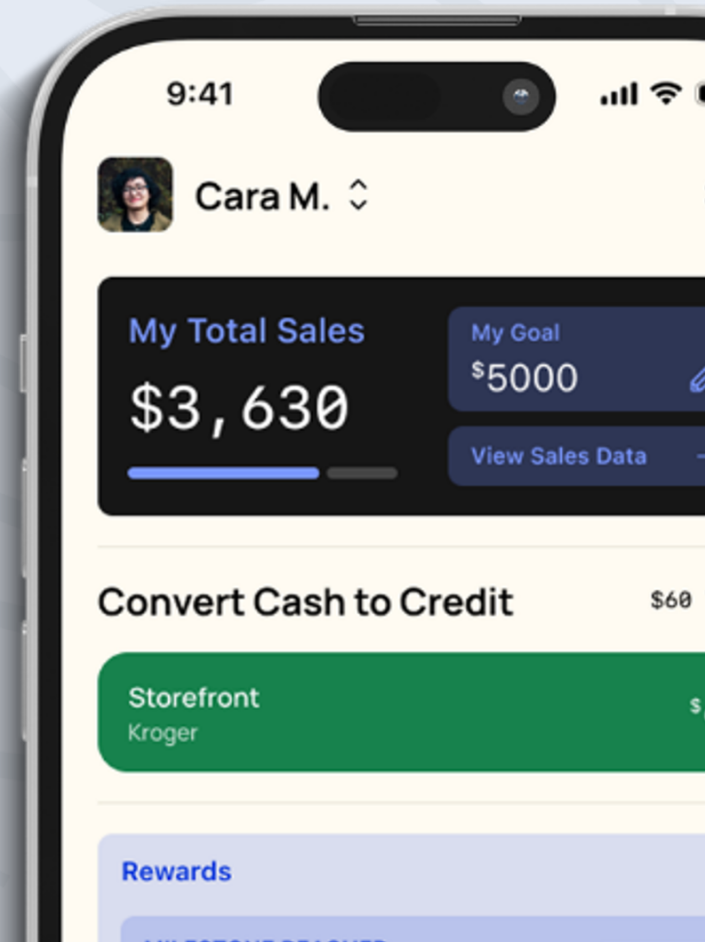


Scouts:

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

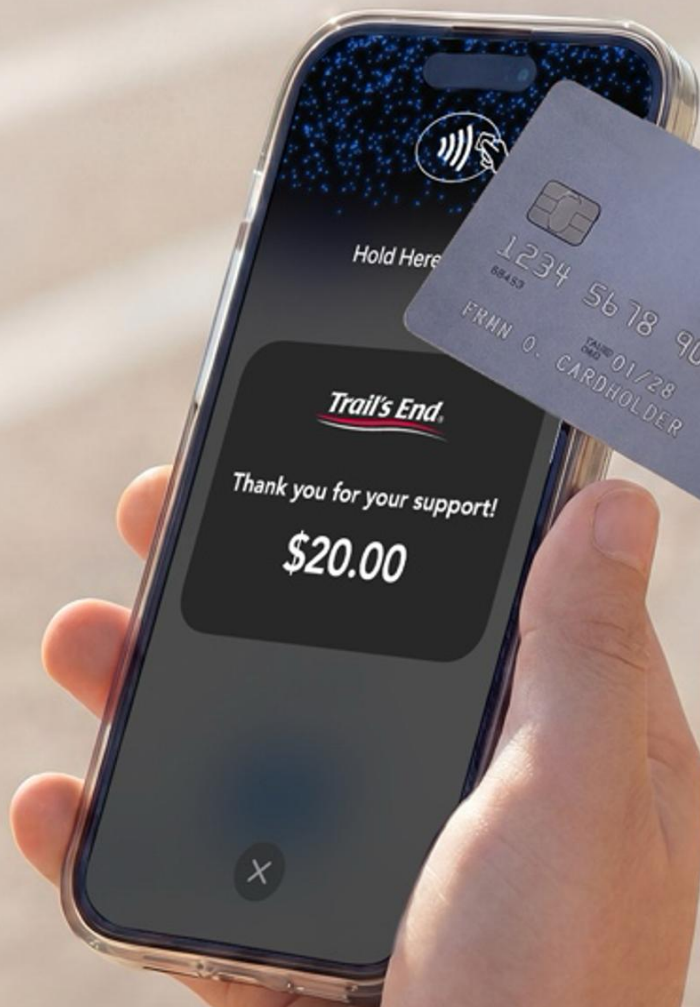
Parents:

- 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



GO CASHLESS

Trail's End[®]



Encouraging credit card and tap-to-pay transactions makes it **faster, easier, and safer** for everyone . . . AND Scouts earn 4x more Rewards with credit!

FINISH STRONG

Trail's End®

When the Sale Ends

- Submit Scout Rewards
- Request your Unit Payout
- Celebrate and enjoy your Scouting year!



**AND NOW
BACK TO
SCOUTING.**

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



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

Trail's End®

**TAKE ME TO
THE LEADER
PORTAL**



Powered by Popcorn

Trail's End®
Scout Fundraising



**BECOME
DECISION 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 Amazon 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

Trails End Products

OVER 70% STAYS LOCAL!*



**WHITE
CHEDDAR
POPCORN**
\$20



**SALTED
CARAMEL
CORN**
\$20



**SWEET & SALTY
KETTLE CORN**
\$20



**SEA SALT
POPCORN**
\$20



**MICROWAVE
BUTTER
POPCORN**
\$25



**CHOCOLATEY
PRETZELS**
\$30



**SUPPORT OUR
HEROES AND
HELPERS !**

By providing your support to Scouting, you're helping bring heartwarming snacks to military personnel and their families, first responders and local food banks!



**MORE ONLINE PRODUCTS
& NUTRITIONAL FACTS**

ONLINE SCOUT ID:

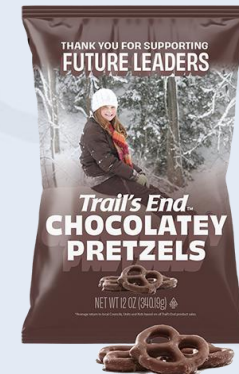
Product images for illustration purposes only, actual product packaging may vary. Products, pricing and specifications subject to availability and change without notice. *Amount donated is calculated based on Trail's End Return to Scouts, see Terms & Conditions at portal.trails-end.com/legal/terms for details. All sales of Trail's End products may only be conducted by individuals authorized by Trail's End in compliance with all applicable terms of sale and agreements.

Country Meats Products

\$10 Products



Online Trails End Products



Online Best Practices

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 available online.

Customize Page

- 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.

Share

- Encourage your Scout to keep asking. No's happen, that's okay!
- Handle table and products setup.
- Stand and thank every person!

Donations

Heroes & Helpers Donations

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



- Products and flavors consumers purchase every day.
- Fewer products simplifies the sale for Councils, Units & Scouts.

Key Council Dates/Pickups

August 25 Product Pre-Order Due

September 7 Sale Starts

September 10-11 Pre-Order Product Distribution

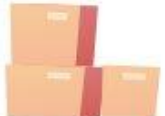
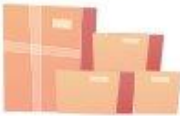
September 13 Replenishment Order #1

September 27 Replenishment Order #2

October 31 Super Saturday

November 19-20 Final order distributed (including Chocolate)

December 8 Final Payments Due

	>>		20 Cases
Mid-Size Car			
	>>		40 Cases
Small SUV			
	>>		40 Cases
Crossover			
	>>		60 Cases
Mini-Van			
	>>		70 Cases
Large SUV			
	>>		70 Cases
Full-Size Van			
*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.			

Commission/Incentives

Commissions - 30%

Top Sellers



Scout Bonuses/Top Sellers

Hall of Famer Sell \$5,000	• Two Tickets to a Private Showing and a Snack Voucher • Special Recognition at the Council Dinner • Personalized Hall Of Fame Trader Card w/Stats • Banner Recognition
MVPS Sell \$2,500	• Two Tickets to a Private Showing and a Snack Voucher • Personalized MVP Trader Card w/Stats • Banner Recognition
Gold Glover Sell \$1,500	• Two Tickets to a Private Showing and a Snack Voucher • Gold Glove Trader Card • Banner Recognition
All Star Sell \$1,000	• Two Tickets to a Private Showing • All Star Trader Card • Banner Recognition

Support Materials

Handouts/Online

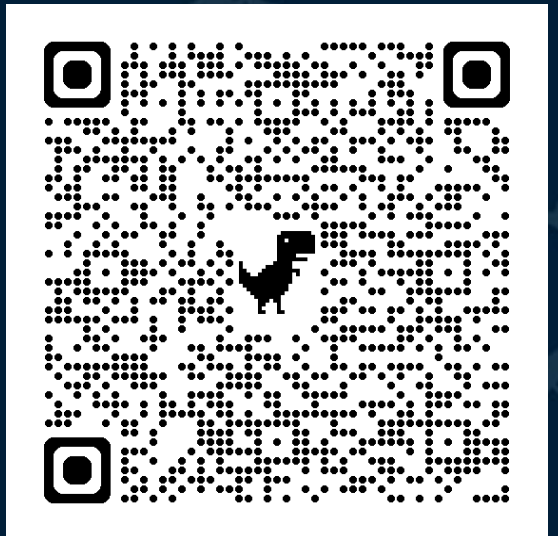
- 2026 Kernal Guidebook
- Popcorn Key Dates
- How to Have a Great Blitz Day
- Unit Pre-Order Form
- Unit Final Order Form
- Youth Sales Forms (Program K/O)
- Ideal Year of Scouting Planner

Online (available August 1)

- Unit Budget Planning (excel version)
- Top Seller Forms
- Table Sales Payment Poster
- Parent's Guide
- Scout Rewards Flyer
- Scout Sales Pitch Script
- More added throughout the sale

THANK YOU!

REGISTER NOW



Trail's End[®]