



2025

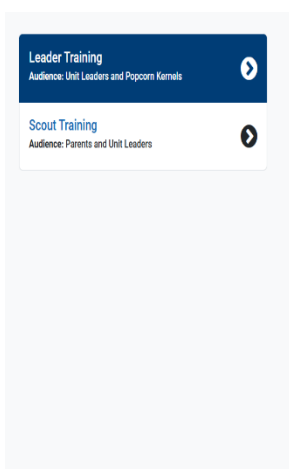
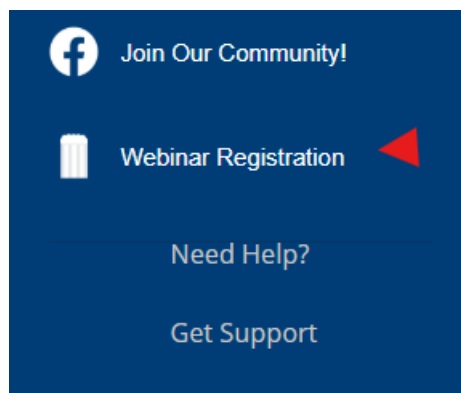
Popcorn Kernel Guidebook

The annual popcorn sale is the only money earning activity that allows Scouts to wear the field uniform while raising funds. Scouts in uniform bring awareness to their community and demonstrate Scout Spirit in their actions.

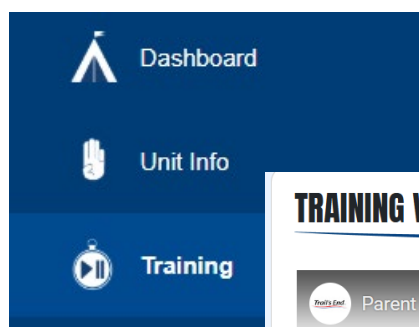
Building to Success

Steps to take to organize and manage your unit's popcorn sale to meet or exceed fundraising goals.

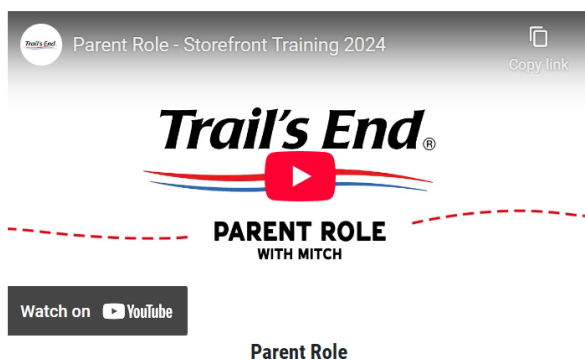
1. Review or set up your Trails End Unit Leader popcorn system account
 - a. Unit Leader Login Site: <https://login.trails-end.com/>
2. Register your unit for the 2025 Fall Sale
 - a. Go to www.scoutingalaska.org/popocrn and click on the blue button to "Register Your Unit for the 2025 Sale"
3. Training – there have been app updates, payment acceptance updates, and more since 2024! Make sure you're up to date!



Leader Training			
Audience: Unit Leaders and Popcorn Kernels			
DATE	DAY OF WEEK	TIME ET	
2025-07-29	Tuesday	06:00 PM	REGISTER
2025-07-29	Tuesday	08:00 PM	REGISTER
2025-07-31	Thursday	07:30 PM	REGISTER
2025-07-31	Thursday	09:00 PM	REGISTER
2025-08-05	Tuesday	06:00 PM	REGISTER
2025-08-05	Tuesday	08:00 PM	REGISTER
2025-08-14	Thursday	07:00 PM	REGISTER



TRAINING VIDEOS



Building Success (Cont'd)

4. Recruit a friend! Find another leader who can help share the Popcorn Kernel duties with.
5. Plan a unit kick-off
 - a. Train the parents on using the app
 - b. Have Scouts practice their sales pitch and watch videos from Top Selling Scouts from the training options on the app.
 - c. Set goals! Announce the fundraising goal for the unit and have Scouts set their own sales goals

2025 Popcorn Schedule

Monday, April 14	Online Unit Registration Begins
Saturday, July 26	Council Popcorn Kick Off
Sunday, July 27	Show N Sell Order Due to Council
Sunday, August 10	Order Arrive Anchorage
Monday, August 11	Order Arrive Juneau
Saturday, August 16	Order Distribution Juneau/Anchorage/Mat-Su
Saturday, October 11th	Popcorn Return Anchorage/Mat-Su
Saturday, October 12	Take Order Due Council
Sunday, October 26	Order Arrive Anchorage
Monday, October 27	Order Arrive Juneau
Friday, October 31	Final Payment Due
Saturday, November 1	Order Distribution Juneau/Anchorage/Mat-Su

2025 Storefront Selection Dates & Guidelines



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

*Reservations will be
Mon-Fri 3-4 hours | Sat & Sun 6-10 hours*



The number of reservations for the first 2 days are based on 2024 sales.

*New this year: Locations with 8- or 10-hours days will be considered 1 reservation and divided based on unit settings.

Prior to storefront selections, please do the following to update your unit storefront settings:

1. Login to your leader portal
2. Under Unit Info, select storefront settings
3. Select how many scouts can be on each shift and how sales will be split.

Unclaimed Storefront Shifts

Unclaimed weekend (Fri-Sun) reservations will be auto-released by Trails-End each week on Thursdays at 8 PM ET. Units with unclaimed shifts on a larger reservation will not lose the reservation as long as at least half of the shifts are claimed.

This applies to storefronts coordinated by Trails End for the Great Alaska Council.

Build Your Own Storefront

Locally owned businesses love to support Scouting. Don't hesitate to make a call and represent your unit asking for permission to sell popcorn on specific dates and times. After, create a storefront in Trails End for Scout parents to sign up.

Examples of locally owned businesses:

Gas stations
Coffee shops
Grocery stores
Mechanic shops

You can also request to sell in a parking lot of strip malls or stores with safety measures in place.

2025 Unit Commission

Online

40% commission

Increase 7% over 2024

Traditional Sales (storefront and wagon/door-to-door)

40% commission

Increase 7% over 2024

2025 Scout Incentives

Activity patch

- A Scout must make 1 sale during the popcorn season.

2025 Popcorn Council Service Patch (CSP)

- The top 100 sellers for the Great Alaska Council.

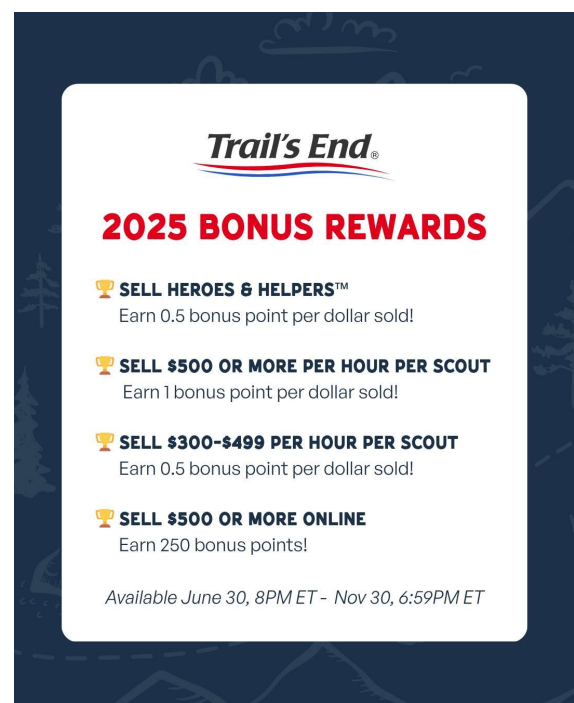
Top 100 Party

- The top 100 sellers for the Great Alaska Council will be invited to a party at Dave n Busters in November to celebrate their achievements!

Heroes and Helpers Sales

- \$125 in donations = Bronze Coin
- \$250 in donations = Silver Coin
- \$500 in donations = Gold Coin

2025 Trails End Rewards



Trail's End®

2025 SCOUT REWARDS

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



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

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

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.

Ways to Sell

Storefront

- Set up through the online leader portal
- Scouts sign up to work a shift
- Money earned during the storefront day can be divided between scouts per shift or divided by each scout who worked during the day



Wagon (Door-To-Door)

- Scouts use their Trails End app and go door-to-door with parents to sell on hand products
- Take orders to be delivered later
- Take orders of products available only online will be mailed directly to the customer
 - **Chocolate items do not ship until October 1 due to temperature concerns.*

Online

- Online orders are shipped directly to your customer's door
 - **Chocolate items do not ship until October 1 due to temperature concerns.*
- Send your link to friends and family around the country via text or email
- Post the link to social media

Recruit while you sell!

Be prepared to share information about Scouting and your unit if asked!



Print at home resources can be found at www.scouting.org under BSA Brand Center.

These are fillable PDF documents you can customize to your unit (Pack, Troop, or Crew)

Invite them to your next meeting! Or go to www.beascout.org to find a unit closer to the customer.

Unit Kickoffs

A strong popcorn season starts off with a high-energy kick off event that motivates Scouts, educates parents, and engages families.

- Set clear goals for the Unit and your Scouts
- Promote the kickoff early and often
- Keep it fun and fast paced (does not need to take the entire meeting)
- Highlight past success stories
- Motivate Scouts and parents by introducing Scout and Unit prizes
- Create a culture of engagement, recognize participation not just dollars sold.
- Set the expectation that every member of the unit will participate

Unit Orders

What's your goal?

- Step 1: Ask your Committee Chair for the Annual Unit Budget. This will tell you about the total expenses for the year and decide your fundraising goal for the year.
- Step 2: Divide the total goal by the number of Scouts in your Pack.
 - Example: Total expenses for the Pack are \$20,000 and include items like membership fees, advancement, and supplies for Den Meetings. With 20 Scouts in the Pack, each Scout will need to sell \$1,000 in Popcorn.
- Step 3: Examine last year's sale numbers. How much of your sale was done with online orders?
 - Example: In 2023, with 15 Scouts the total sale was \$15,000 with \$5,000 in online sales.
Planning growth in Scouts and the fall popcorn sale, order \$15,000 in product for your order and plan to have at least \$5,000 in online sales with repeat customers.

Place your order

- Login to trails-end.com/login
- Click on Order Popcorn

Show N Sell Order Due Sunday, July 27, 2025

Take Order Due Sunday, October 12, 2025

Popcorn Pick Up Planning

Know the distribution date and location for your community.

Plan ahead to ensure you have enough vehicle space and vehicles for your popcorn order.

Reporting Damaged Product

Please take pictures of the product and email to Danyelle.schauer@scouting.org to remove from your order.

Examples of damage are:

- Split seams on bags
- Product that has not been properly sealed
- Bags that have busted open inside a sealed case



Council Return

This event is for units in the Municipality of Anchorage and the Mat-Su Valley only.

Date: October 11, 2025

Location: Camp Gorsuch

Time: 10 AM – 12 PM

Council Return Policy

A unit may return no more than 10% of the unit's total order.