



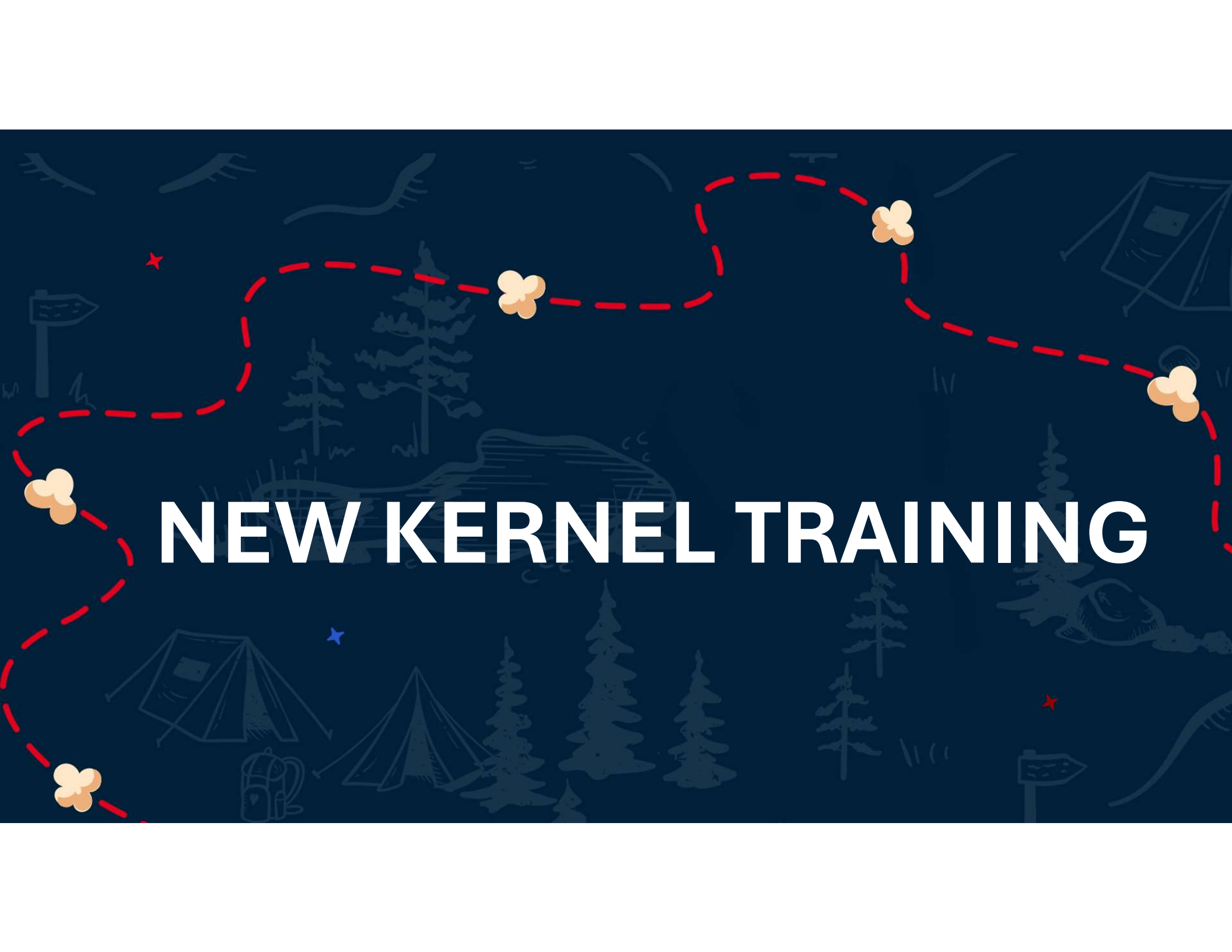
Trail's End®

**Scouting
America**

DAN BEARD COUNCIL

SERVING GREATER CINCINNATI
& NORTHERN KENTUCKY

**2026 Popcorn
Kickoff Training**



NEW KERNEL TRAINING

Unit Commitment Tracker

Register for the 2026 Popcorn Sale Today!

Scan the QR code below, or visit:

<https://trails-end.com/unit-registration>



**Need to be committed and onboarding completed
receive auto-assigned and claim storefront shifts!*

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 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

Key Sale Items

The Parts of the Popcorn Sale

- **Storefront = Pre-Order product so Scouts have it in hand to sell to customers, typically in front of a retail store.**
- **Wagon = Door-to-door with product on hand or collect orders in App/form, deliver later.**
- **Online = Virtual sales that ships directly to customer**
(Scouts can even create their own online selling page)

Key Sale Items

Trail's End®
Scout Fundraising

How It Typically Works:

- Use the initial Show & Sell order to supply popcorn to Scouts who can sell it to customers on the spot, either at storefronts, community events, Sunday church service canvassing the neighborhood, and more.
Product is paid for later after sales are collected.
- Scouts also collect orders in the app/on their order form. Near the end of the sale, collect a total of all orders.
- Use any remaining inventory from the initial Show & Sell order to fill orders.
- Return any extras on return day.

Set Your Goal

Trail's End®
Scout Fundraising

Your Unit goal should be based on every Scout earning their *Ideal Year of Scouting*.

What is the Ideal Year of Scouting?

It's your Unit's calendar of Adventures and Events, such as Campouts, Day Trips, Blue & Gold, Pinewood Derby, and more!

Provide each Scout with the *experience of a lifetime*.

What do your Scouts want to do?

Set Your Goal

- What is your **Ideal Year of Scouting?**
- Popcorn goals should be based on your budget to fund your budget with **one fundraiser. Share what the unit will get to do with the funds.**
- How much Popcorn will each Scout sell to **earn their way?**
- **Build your budget based on your program**, not your program based on your budget

SALES GOAL WORKSHEET				
Fund Your Ideal of Scouting with Popcorn!				
SCOUT GOAL				
\$160	÷	32%	=	\$500
Ideal Year Cost Per Scout		Unit Commission		Scout Sales Goal
UNIT GOAL				
\$500	x	20	=	\$10,000
Scout Sales Goal		Scouts in Unit		Unit Sales Goal

Set Your Goal

Trail's End®
Scout Fundraising

Your Scouts can sell over \$500 and earn an entire year of fun filled Scouting programs with only three easy steps:

1.	Scouts work two, 2-hour solo Show-n-Sell shifts. Our Scouts averaged \$120/hr last year. * 4 hours	\$480
2.	Scouts sell door-to-door to their neighbors for about two hours.	\$200
3.	Scouts record online orders from family and friends, where on average, our Scouts averaged about \$200 in online sales last year.	\$200
Goal Achieved		\$880

Unit Kickoff

Trail's End®
Scout Fundraising

The single most important thing is...

ENTHUSIASM!

- If it's not you, then that's okay. Find that person!
- Dress up the room, pop popcorn.
- Have games for Scouts to play the minute they walk in the door.
- Go over key parts and dates of the sale with parents
- Role play a “sale” either at a storefront or at the neighbor's door.
- Families should walk out excited, informed, and ready to sell.
- Promote prizes, especially your unit incentives.

Message to Parents

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Scout Fundraising

- Ask for the commitment/set the expectation out of the gate.
- No out-of-pocket-expense to enjoy 12 months of Scouting activities
- More time enjoying Scouting with minimum fundraisers
- Scouts ...
 - *Earn their own way*
 - *Learn life lessons and responsibility*
 - *Earn prizes and gift cards*
- All Scouts will enjoy the Unit's program
- Consumers are motivated to purchase based on the cause
- We should ask our Scouts and parents to go out and be confident that our communities WANT to support Scouting. They will IF we ask them to.

Scout Script

Trail's End®
Scout Fundraising

Hi, my name is _____ (say first name only).

I'm a Scout with Pack/Troop/Crew _____ here in _____ (city/town).

I am raising funds to earn my way to Scout Camp next summer (or other big adventure).

My favorite flavor is _____ (pick one!). If you don't have cash, don't worry, we prefer credit card!

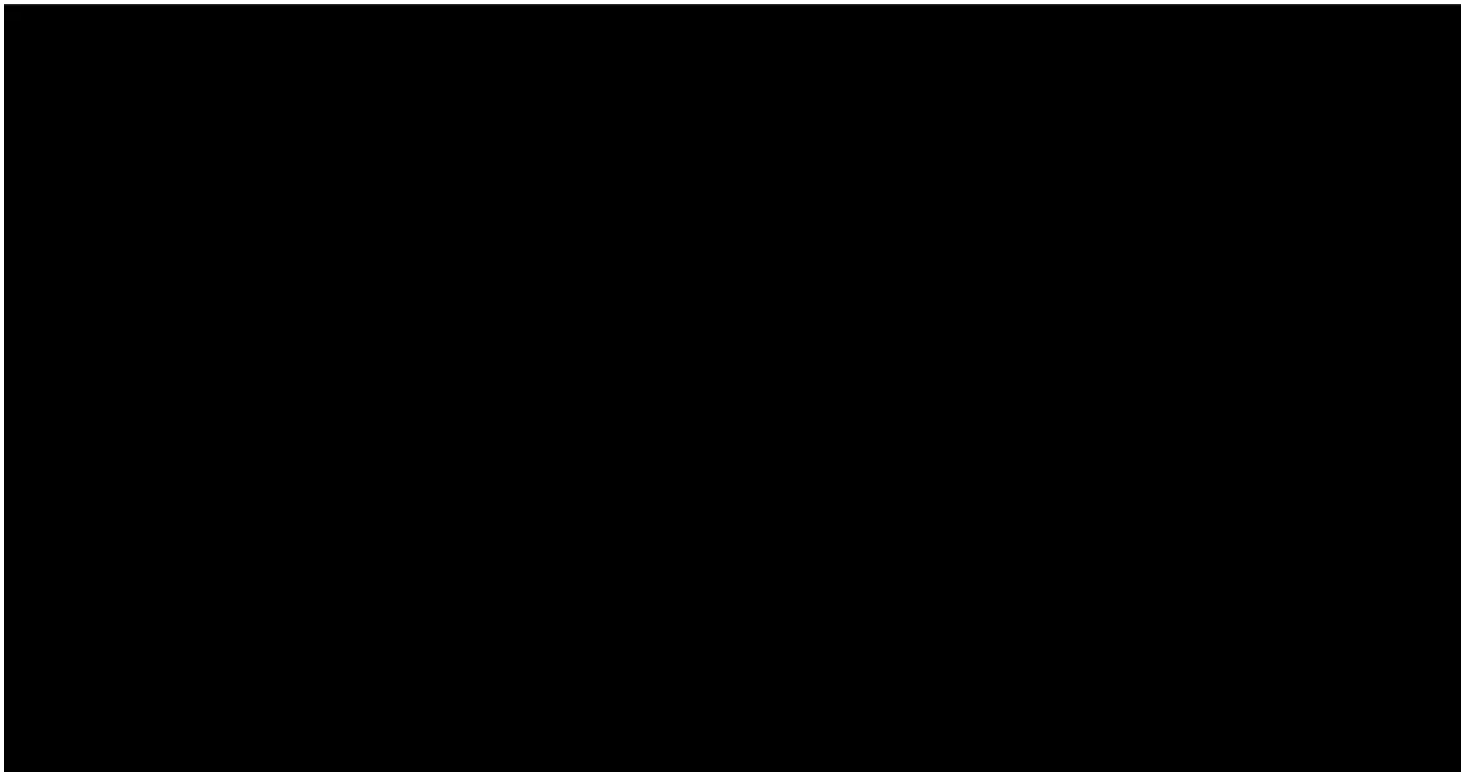
You'll support me, won't you?

Practice, practice, practice!

The most successful sellers can recite this in their sleep.

Scout Training Video

Trail's End®
Scout Fundraising

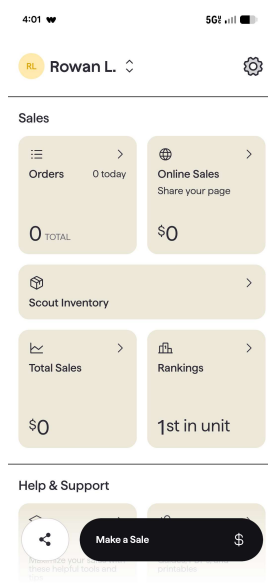


Unit Kernel Resources

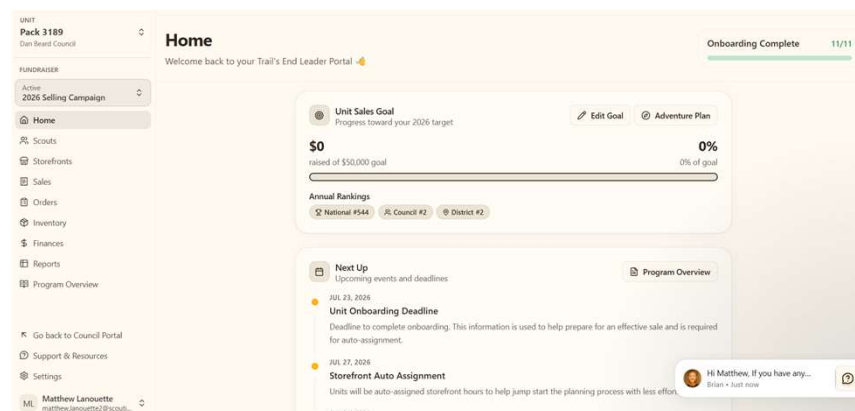
Trail's End®
Scout Fundraising

THE POPCORN APP + LEADER DASHBOARD!

THE APP IS FOR SCOUTS
AND FAMILIES TO
RECORD SALES



THE LEADER DASHBOARD
IS FOR KERNELS ONLINE



Unit Kernel Resources

Trail's End®
Scout Fundraising

THE POPCORN APP

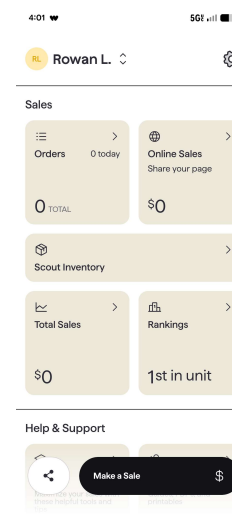
THE APP IS FOR SCOUTS AND FAMILIES TO RECORD SALES

Ask families to log all of their sales in the app. This will allow you to see real-time sales totals, inventory levels, and cash management.

Scouts can accept credit cards through the app.

Free credit card processing (paid by DBC & TE). Everything together.

No need for a separate square account.



Unit Kernel Resources

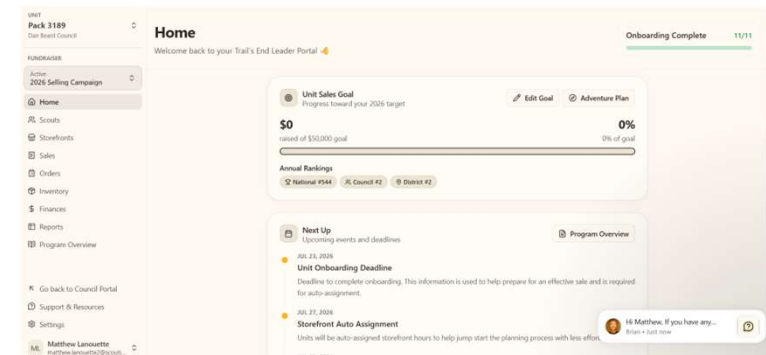
Trail's End®
Scout Fundraising

LEADER DASHBOARD

ONLINE SALE MANAGEMENT PLATFORM

(NOW MOBILE FRIENDLY!!!)

- Manage your unit's sale ALL in one place!
- Order Popcorn; easy prize submission; set your unit/Scout goal
- Invite your Scouts to register; manage Scout roster
- View real-time sales, inventory, and cash management
- UNIT to UNIT product transfers
- Have Scouts create a selling account in the popcorn system (either via app or online). *This will be necessary for prize redemption.*
- Scouts can accept credit cards through the app
- Create, schedule, and manage storefront sites and shifts



ORGANIZING SALE DETAILS

Trail's End®
Scout Fundraising

HOW TO SETUP A STOREFRONT

Sign-up/Reserve your unit a time shift at a local retail store. Select from the over 14,000 hours Trail's End pre-booked for us, or ask a local store manager in your community if you can setup a table and then simply create a location from the dashboard.

Customize larger shifts into smaller time blocks for your unit. Once published, your unit's storefront availability will display to your unit. Ask families to login to their account and sign-up for shifts.

Place your initial Show & Sell order so that you have popcorn available to sell to customers on the spot. We will have weekly replenishments so make sure you have enough to at least get you through a single weekend based on the stores and hours you have booked.

Benefits:

- 1) A rotating customer base outside or your normal network.
- 2) Get parents bought-in to covering shifts.



ORGANIZING SALE DETAILS

Trail's End®
Scout Fundraising

RUNNING A STOREFRONT

Make storefront supplies available to those setting up the booth.

Usually the first shift. Supplies to consider: table/tablecloth, banner, order form, cash box, donation bucket, spare change to start, envelopes.

Provide a specific amount of popcorn for the day's storefront.

(Optional: Log the amount in the dashboard so you know exactly how much was assigned to that location.)

Record all sales in the app.

Will allow you to see sales and inventory levels and accept credit cards.

Verify totals. Check product back in or pass to another shift.

Sales recorded should match the inventory you have left.



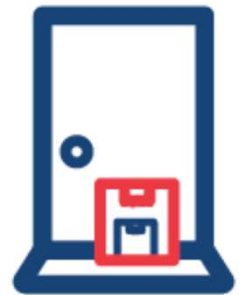
ORGANIZING SALE DETAILS

Trail's End®
Scout Fundraising

HOW TO SETUP A DOOR-TO-DOOR & BLITZ DAY

Scouts can also go around their neighborhood and sell door-to-door.

They can either take product with them (wagon/parent driving) to hand to customers on the spot, or collect orders to deliver later.



One of the top individual sellers in our council (over \$15,000) does almost 100% door-to-door sales.

Neighborhood Blitzes / Organized Blitz Days

This is when a group of Scouts get together and have fun while canvassing an entire neighborhood together. This allows several Scouts to knock out an entire neighborhood quickly and lets them sell with friends. Have some ice cream afterward to cap things off.

KEYS TO SUCCESS

Trail's End®
Scout Fundraising

HOW DID A CUB SCOUT PACK SELL OVER \$400,000 LAST YEAR?

Built A Team

- Shared ideas and shared efforts
- Planned the sale like a business

Show & Sell Focus

- One Scout and one parent per shift
- Four shifts per Scout

Used Technology

- Online Show n Sell schedule
- Accepted credit cards
- Individual sales tracking

Parent Buy-In

- Character develop program
- One fundraiser a year: no dues
- Committed to 8-10 hours of their time

Motivated Scouts

- Promoted TE Rewards program and Council prizes.
- Added unit prizes to what council is providing

TRAINING VIDEOS & WEBINARS

Trail's End®
Scout Fundraising

TRAIL'S END TRAINING WEBINARS

Live Q&A Sessions with Trail's End® Support

Please view these training videos prior to your chosen session:

- [What's New for 2026](#)
- [Trail's End Adventure Plan](#)
- Trail's End Storefronts (coming soon)
- Boosting Scout & Parent Participation (coming soon)

All listed times listed below are ET

- **Tuesday, July 14 - 6PM** - [Register](#)
- **Tuesday, July 14 - 8PM** - [Register](#)
- **Monday, July 20 - 9PM** - [Register](#)
- **Wednesday, July 22 - 6PM** - [Register](#)
- **Thursday, July 30 - 6PM** - [Register](#)
- **Thursday, July 30 - 8PM** - [Register](#)
- **Tuesday, August 4 - 7PM** - [Register](#)
- **Tuesday, August 4 - 9PM** - [Register](#)

- **Thursday, August 6 - 6PM** - [Register](#)
- **Thursday, August 6 - 8PM** - [Register](#)
- **Tuesday, August 11 - 7PM** - [Register](#)
- **Tuesday, August 11 - 9PM** - [Register](#)
- **Thursday, August 13 - 7PM** - [Register](#)
- **Thursday, August 13 - 9PM** - [Register](#)
- **Monday, August 17 - 7PM** - [Register](#)
- **Wednesday, August 19 - 8PM** - [Register](#)

WHAT'S NEXT

Trail's End®
Scout Fundraising

1. Listen today and ask questions. We're here to help!
2. Register and complete onboarding steps
3. Watch Popcorn Training videos in Leader Portal
4. Join these two Popcorn Facebook groups:
 1. Trail's End Popcorn Community: <https://www.facebook.com/groups/868382320032192>
 2. Dan Beard Council Popcorn Group: <https://www.facebook.com/groups/2569444463315440>
5. Set goals and determine how you are going to get there.
6. Book storefronts based on your sales goal:
 - $\$300/\text{hour} \times \# \text{ of hours booked} = \text{sales } \$ \text{ goal}$
7. Prepare for your Kickoff:
 - Have an agenda and recruit a helper – high energy and fun!
 - Focus on Parent buy-in
 - Training focus: How to run a successful storefront
8. Promote Popcorn Festival (on 8/22) to your families.
9. Place your Show N Sell order (due by 8/10)
10. Have fun!



Trail's End®

**Scouting
America**

DAN BEARD COUNCIL

SERVING GREATER CINCINNATI
& NORTHERN KENTUCKY

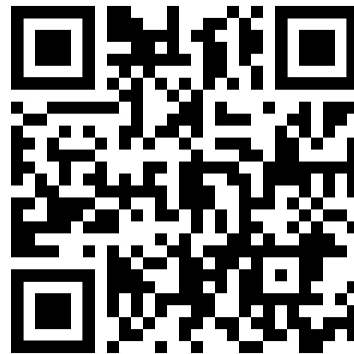
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**Need to be committed and onboarding completed
receive auto-assigned and claim storefront shifts!*

2025 Top Selling Units

Trail's End
Scout Fundraising

TROOP 0258	LITTLE MIAMI	\$65,489
PACK 3024	WHITEWATER TRAILS	\$55,784
PACK 3984	FORT HAMILTON	\$51,162
PACK 3189	LITTLE MIAMI	\$50,610
PACK 3808	TRAILBLAZER	\$48,292
PACK 3477	EAST FORK	\$45,372
PACK 3850	WHITEWATER TRAILS	\$44,610
PACK 3867	LITTLE MIAMI	\$41,408
PACK 3924	FORT HAMILTON	\$39,936
PACK 3032	TRAILBLAZER	\$36,694

2025 Top Selling Youth

Trail's End®
Scout Fundraising

FORT HAMILTON	ISAAC H.	PACK 3955	\$5,353				
WHITEWATER TRAILS	TREY W.	TROOP 0044	\$5,400	LITTLE MIAMI	LUKE R.	PACK 3050	\$7,732
LITTLE MIAMI	APOLLO S.	TROOP 0258	\$5,590	LITTLE MIAMI	MICHAEL J.	PACK 3260	\$8,788
LITTLE MIAMI	ALEXANDER S.	PACK 3260	\$5,744	TRAILBLAZER	KYLE S.	PACK 3032	\$9,011
TRAILBLAZER	WILLIAM R.	PACK 3032	\$5,792	TRAILBLAZER	BRYSON K.	PACK 3833	\$9,351
WHITEWATER TRAILS	GRETCHEN A.	PACK 3850	\$5,898	EAST FORK	OLIVER N.	PACK 3120	\$9,390
TRAILBLAZER	MICHAEL T.	PACK 3702	\$6,166	WHITEWATER TRAILS	JACK H.	PACK 3024	\$9,475
FORT ANCIENT	PATRICK R.	TROOP 0817	\$6,406	LITTLE MIAMI	IAN B.	PACK 3189	\$10,660
LITTLE MIAMI	CHARLIE L.	TROOP 0635	\$6,662	FORT HAMILTON	ETHAN G.	PACK 3924	\$14,120
FORT HAMILTON	HARVEY J.	PACK 3984	\$6,816	LITTLE MIAMI	ETHAN K.	TROOP 0258	\$15,015
WHITEWATER TRAILS	XANDER S.	PACK 3024	\$7,185	LITTLE MIAMI	JACOB B.	TROOP 0258	\$20,715
FORT HAMILTON	LIAM S.	PACK 3924	\$7,495				
LITTLE MIAMI	MAX N.	TROOP 0258	\$7,496				
FORT HAMILTON	ISAIAH R.	PACK 3984	\$7,629				
WHITEWATER TRAILS	EMMITT R.	PACK 3024	\$7,685				

BEST PRACTICES

Trail's End®
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®



Ideal Year of Scouting

Trail's End®
Scout Fundraising

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Add a new trip or campout for excitement.

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!



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.



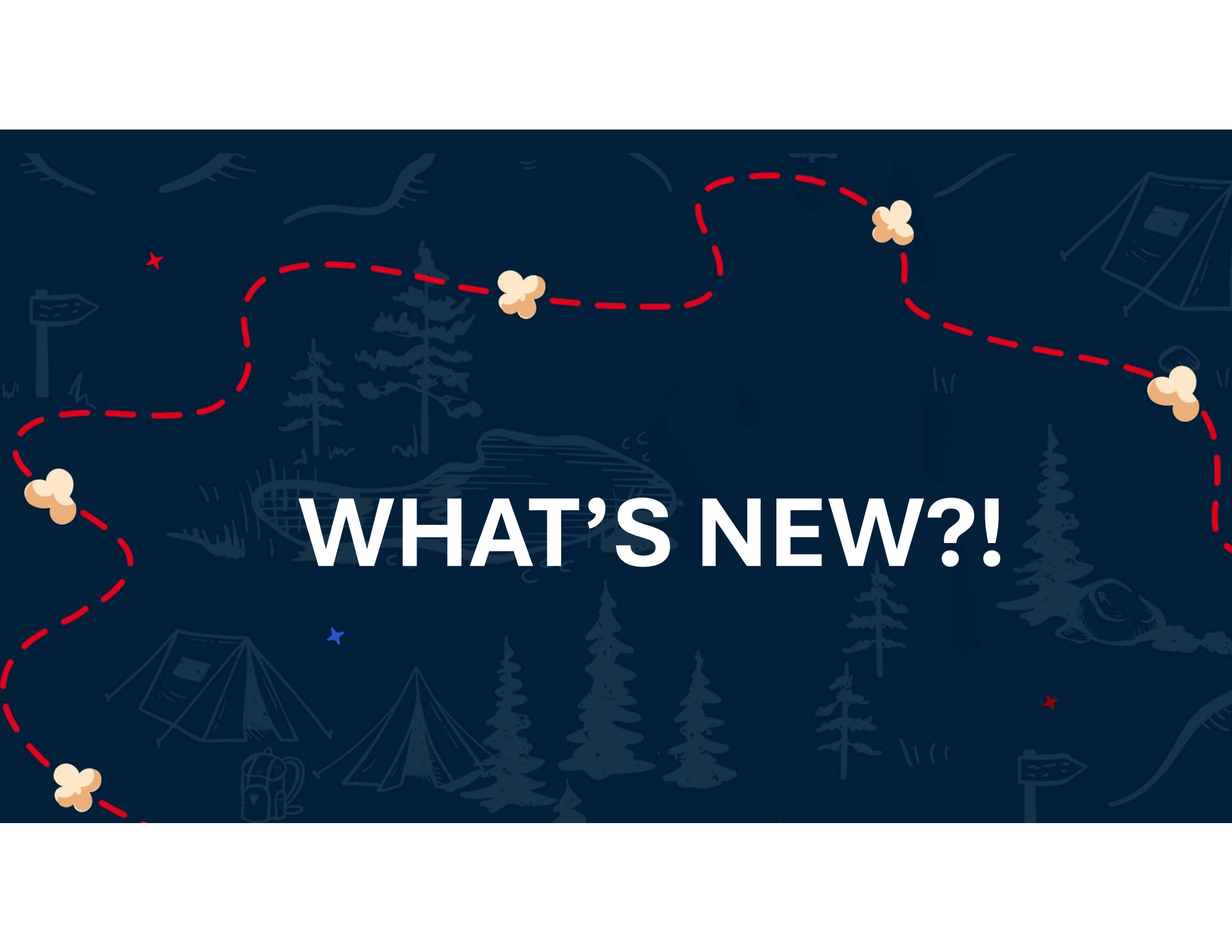
Online

- 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.





WHAT'S NEW?!

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.

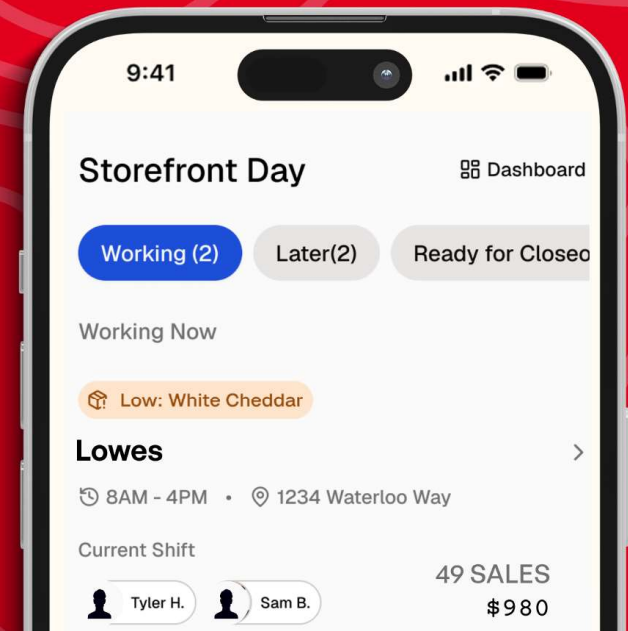


Launching
JUNE 3

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



REVAMPED LEADER PORTAL

Trail's End[®]
Scout Fundraising

LEADER PORTAL DEMO

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
21 Popcorn Kickoff @ Launch Trampoline Park

AUGUST
3 Popcorn Sale Starts
24 Back to Pack:

SEPTEMBER
2 Chattanooga Trip Signup
14 Tiger/Lion Fun Day

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

JANUARY
11 Stars & Stripes F
15 Pack Meeting: Jedi Training/Fit
17 Cub Scout Lock-
25 Spin to Win Part

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

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-Saw Stairs"

Fall Pack 62 Outing

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



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

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 APP®

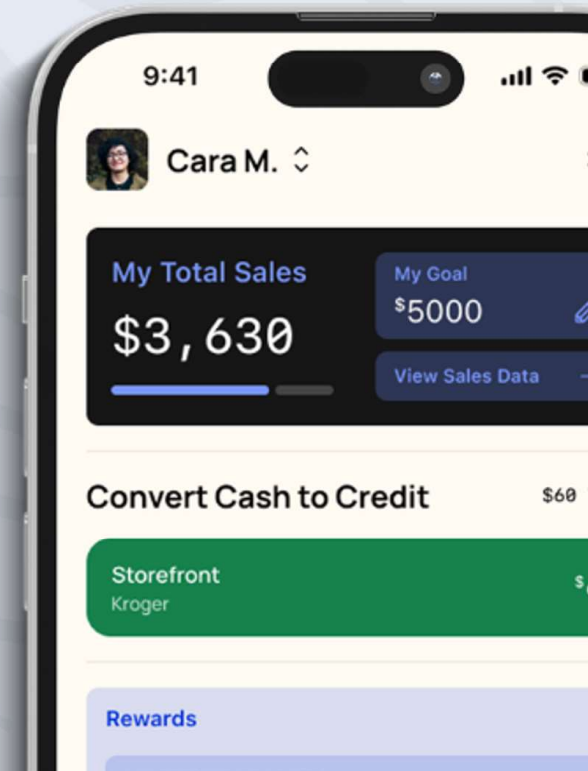
Trail's End®

Scouts:

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

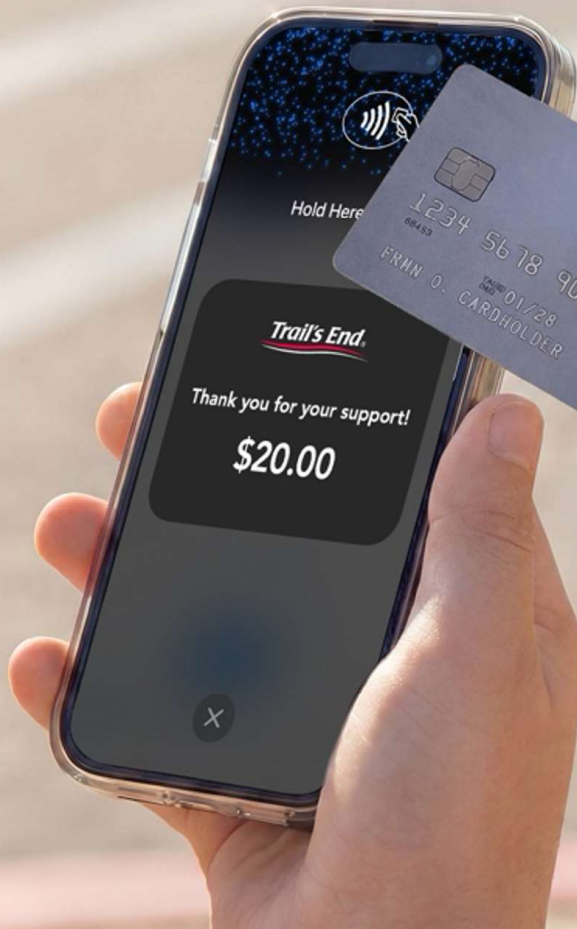
Parents:

- 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.**

STOREFRONT SCHEDULE

- ✓ Updated reservation time – 7 pm (ET)
- ✓ Goal and onboarding completion required to reserve storefronts

JUL 23, 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 27, 2026

Storefront Auto Assignment

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

JUL 29, 2026

Storefront Claiming Opens

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

AUG 28, 2026

Storefront Selling Starts

First day to sell at storefront locations. Your first reservation may not be on this day, but this is when they are first available.

ONGOING · EVERY TUESDAY

Auto Release

Reservations without an assigned scout are released back to the pool.

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



Storefront Best Practices

Trail's End®
Scout Fundraising

One Scout and their Parent - Making \$300/hour a Reality!

Prep

- Enough popcorn to sell \$300 per hour.
- A fully charged phone with the Trail's End App.
- 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.

New Storefront Banners for 2026!

Two per Unit

OVER 70% STAYS LOCAL



I EARN MORE REWARDS WITH CREDIT!

 Credit Cards

 Tap to Pay

 Pay

 Pay

Trail's End®

Storefront Settings & Reservations

Trail's End[®]
Scout Fundraising

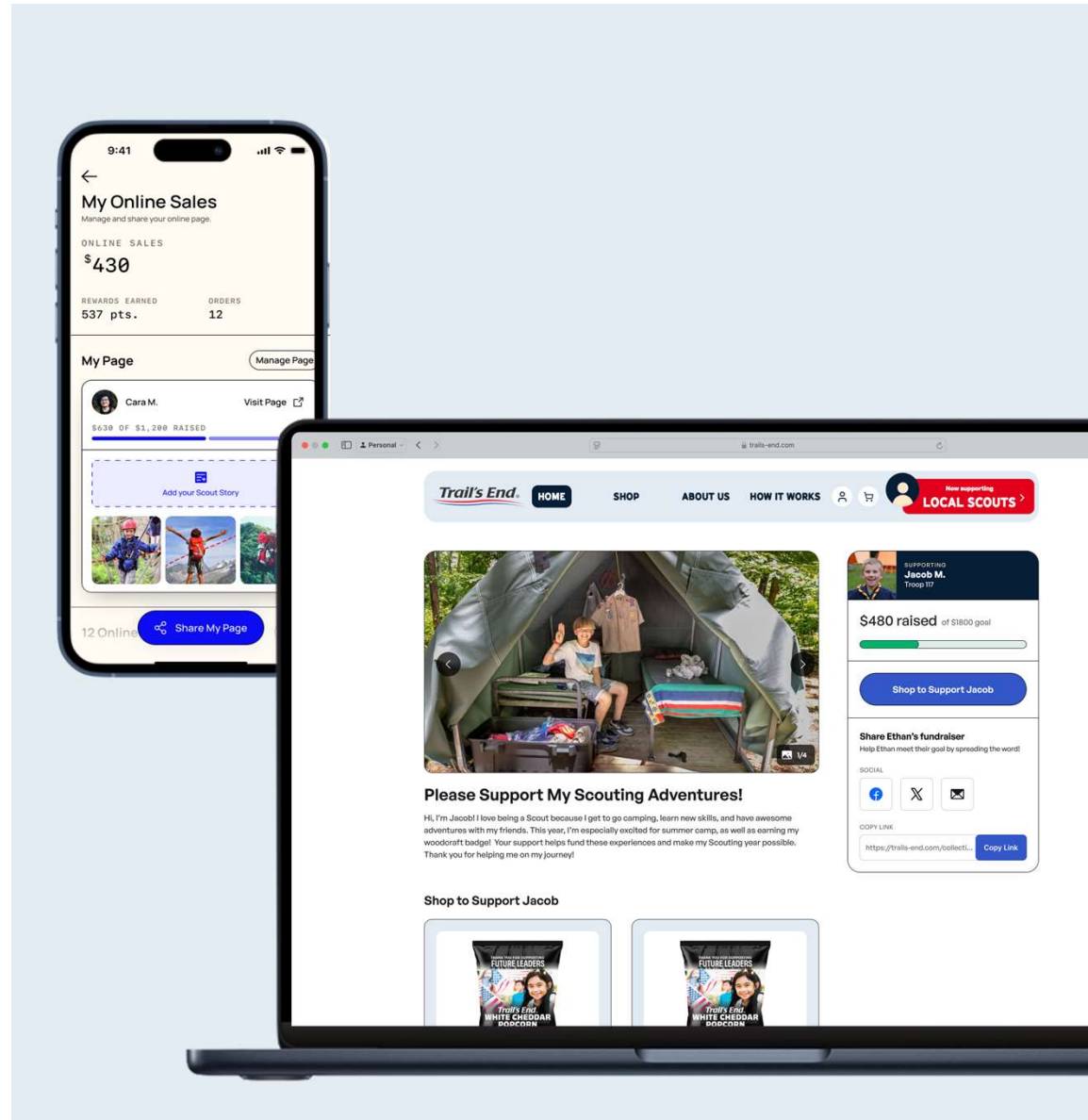


**Now with
Wednesday shifts!!!!**

Trail's End App

ONLINE SALES

- ✓ Share 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



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.



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.

Council Sale Details

Trail's End®
Scout Fundraising

Dates

- Initial Order Due – August 10
- Popcorn Festival – August 22
- Popcorn Pickup – August 28
- Warehouse Days – September 3/4
- Warehouse Days – September 10/11
- Warehouse Days – September 17/18
- Warehouse Days – September 24/26
- Warehouse Days – October 1/2
- Warehouse Days – October 8/9
- Warehouse Days – October 15/16
- Warehouse Days – October 22/24
- Warehouse Days – October 29/30
- Return Day – November 7
- Final Order Due – November 9
- Final Order Pickup – November 20
- Final Payments Due – December 4

Commission

Base (Storefront & Wagon)

- 30% of total sale

Bonus Commissions

- +2% for Attending Council Popcorn Kickoff
- +2% Work 20% more SF hrs than last year (SF \$/avg must be same or higher)
 - Minimum increase of 25 hours for returning Units
 - New Selling Units work minimum of 50 hours at \$125/hr
- +2% if at least 65% of Scouts sell \$500+ (membership pulled Sept 1) by November 9th

Online

- Base 32%

Initial & Final Order Pickup Locations

Cincinnati (West Chester)

Verst Logistics

9696 International Blvd

Kentucky (Hebron)

Verst Logistics

2497 Wright Blvd

East Side (Batavia)

Holman Motors

1135 Old State Rte 74

2026 Popcorn Festival

Trail's End
Scout Fundraising

Popcorn Festival at **Cincinnati Zoo**

Date: Saturday, August 22, 2026 | 10:00am - 2:00pm

Get your Scouts excited about popcorn at the Popcorn Festival. Fun stations and activities to train your Scouts. Prizes and fun while learning about popcorn. Come and go as you please.

FREE for Popcorn Sellers and 1 accompanying adult
Additional tickets available for purchase. RSVP's Required

ORDERING POPCORN

Trail's End®
Scout Fundraising

VEHICLE CAPACITY ESTIMATES*

Mid-size Car	20 Cases	Mini-van	60 Cases
			
Small SUV	40 Cases	Large SUV	70 Cases
			
Crossover	40 Cases	Full-size van	70 Cases
			

*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

UNIT PRODUCT TRANSFERS

Trail's End
Scout Fundraising

Popcorn transfers are when one Unit transfers their product to another unit who is willing to accept that product

You need to submit your transfer online from your leader dashboard on the popcorn system

The receiving Unit then needs to accept the the transfer in their popcorn system

Look for scheduled transfer days by Dan Beard Council

***Note that you do not need to wait for these days to make transfers**

POPCORN RETURNS – DUE NOV 7

Trail's End
Scout Fundraising

Reminders:

- **FREE** returns on popcorn up to 10% of the cost of your Initial Order
- Only full cases of like product accepted
- No returns on chocolate products (Chocolate Pretzels)
- No returns on damaged products

Restocking Fee:

- After the 10% free allowance, there is a 10% restocking fee based on the cost of the remaining product (Dan Beard Council still absorbs the other 90%).
- If 12% of your traditional sale (Storefront & Wagon) is Heroes and Helpers then the restocking fee will be waived!!!

Dan Beard Council Scout Rewards

Trail's End
Scout Fundraising

Each Scout who participates and logs 1 sale into the Trail's-End app will earn a 2026 themed popcorn patch

\$900 SLUSHIE CLUB

- Extra special Slushie cup to be used at DBC summer camp for 1 free slushie each day

\$1,500 Fun VIP EVENT CLUB

- Eligible to attend our Top Seller Gaming Experience. Historically has been at Dave & Busters. Entails meal for qualifying Scout and \$20 gaming card.

\$3,000 ELITE CLUB

- Eligible for either a voucher that covers up to \$275 for a DBC organized event (Summer Camps, Day Camp, Camporees, NYLT, etc.) or a \$75 Amazon Gift Card

Top 25 Selling Scouts

- Invited to a special reception and recognition dinner and fun event. Gets sneak peaks into next year's sale.

Heroes and Helpers

Trail's End®
Scout Fundraising

If 12% of your traditional sale (Storefront & Wagon) is Heroes and Helpers then the restocking fee will be waived!!!

H&H collection buckets are available if you did not receive one last year.

Scouts that sell at least \$200 in Heroes and Helpers donations will receive a special H&H patch

For each \$150 past the initial \$200 Scouts will earn a pin that they can attach to the patch

- Up to 3 unique pins

Top 5 Heroes & Helpers Selling Scouts in DBC earns a \$100 gift card of their choice.



End of Sale Steps

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.

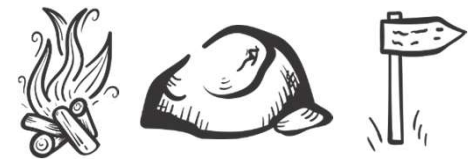


Submit Rewards

- Submit Unit's Rewards order when ready.
- Amazon eGift Cards will release 5 days later for Scouts to claim in App.
- Submit again for Scouts that sell more and earn a bigger eGift Card.

Request Unit Payout

- Go to Account Summary page in Leader Portal.
- Ensure Unit Invoice is paid.
- How to request payout:
 - Enter the Unit's bank account on Unit Info page.
 - Click Request Payout.

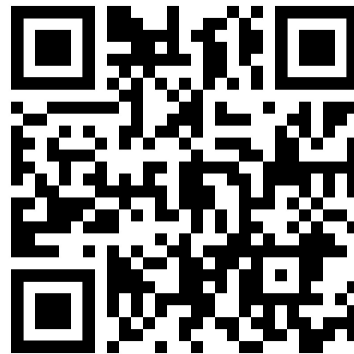


Unit Commitment Tracker

Register for the 2026 Popcorn Sale Today!

Scan the QR code below, or visit:

<https://trails-end.com/unit-registration>



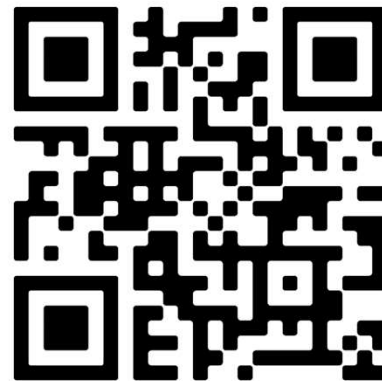
**Need to be committed and onboarding completed
receive auto-assigned and claim storefront shifts!*

Popcorn Support

Trail's End®
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

Council Staff Advisor

Matthew Lanouette

- Matthew.Lanouette@scouting.org
- 513-577-7696

Council Website

<https://danbeard.org/resources/popcorn/>

Facebook Page

Dan Beard Council Popcorn Group

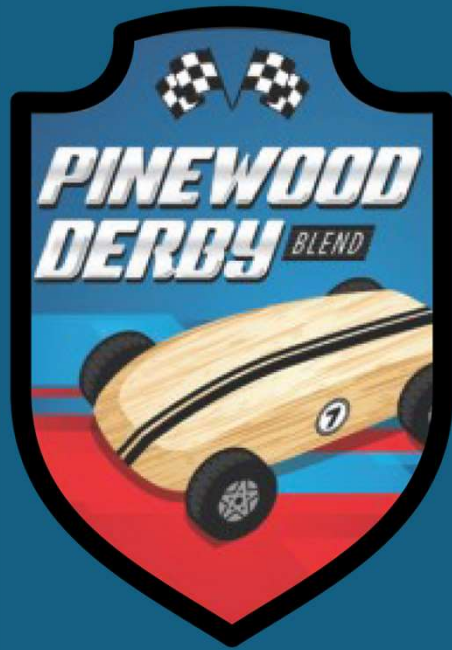
<https://www.facebook.com/groups/2569444463315440>



Coffee Sale 2026

Follows the same timeline as Popcorn

- *Majority of Americans purchase and consume coffee regularly
- *12oz bags
- *4 different flavors
- *Comes in both ground and whole bean
- *\$20 retail per bag
- *Unit earns \$6 commission per bag sold
- *Sales count towards Council Popcorn Incentives



Coffee Sale 2025

Two Ways to Sell

Show & Sell

Must be selling Popcorn to utilize the Trail's End booked storefronts. Also welcome to book any other locations for your coffee sale.

Take Order Form

Take orders from family, friends, coworkers, and neighbors and deliver at a later date.

Online Sales

Now available. [Dan Beard Depot](#)

2026 Coffee Lineup

CAMPFIRE ROAST

Smoky-sweet and caramelized are the aromas wafting from this traditional dark roast blend. It is sweet enough to taste great on its own, while also maintaining enough richness and intensity to stand up to milk.



LIGHTER

DARKER

PINEWOOD DERBY

A light roasted blend of aromatic vanilla, toffee, butterscotch, and rum flavorings. This Highlander Grogg blend is reminiscent of a misty highland moor in Scotland.



LIGHTER

DARKER

BACK COUNTRY ROAST

Back Country Roast is a high-quality medium roast. A full-bodied coffee with little acidity and a fascinating complexity. It has a sweet, rich buttery aftertaste but is also intense, hearty and satisfying.



LIGHTER

DARKER

MOCHA

A rich, chocolaty coffee. This bold roast combines premium beans with velvety cocoa notes, creating a smooth, slightly sweet mocha flavor that feels like sipping from a tin mug under pine trees.



LIGHTER

DARKER



Coffee Sale 2026

Taking Credit Cards

- Your unit is able to take credit card payments for the coffee sale. Because this is **NOT** part of the Trail's End Popcorn Fundraiser, your unit will need to use your own Square, Venmo, PayPal, or other credit card processing software to do the sale.
- For some of those apps, that means your unit will incur credit card processing fees. The unit can either eat the cost of those fees or add the amount to the customer's total when completing the transaction.



Coffee Sale 2025

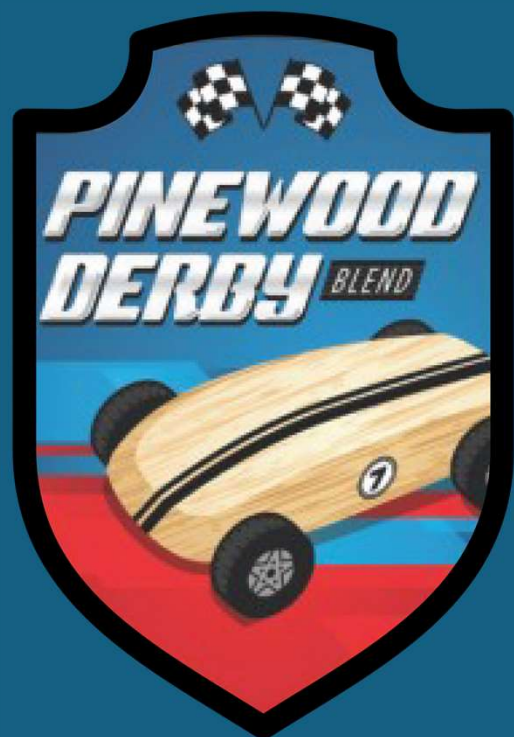
Taking Credit Cards

Units that place an Initial Storefront Coffee Order will receive a SQUARE READER of their choice, when they pick up their coffee

- Choice of a lightning reader or headphone jack reader.
- We also encourage your unit to invest in a Square Bluetooth reader – this chip and contact-less reader will make a world of difference.

VENMO & PAYPAL TAP-TO-PAY

- If you set up your unit's Venmo or PayPal account as a business account, you can start accepting tap-to-pay methods where a customer can simply tap their credit card or virtual wallet on their phone to the device that is logged in to taking payments.



Coffee Sale 2026

Return Policy

- 10% of your initial Show and Sell order may be returned as long as the coffee is undamaged.
- Use any leftover Show and Sell coffee to fill your Unit's Take Order before returning coffee to the council.
- No Show and Sell returns will be accepted after November 8.



Coffee Sale 2026

Ordering Coffee

- Microsoft Forms links will be provided for each order date
 - Initial Storefront Order
 - Weekly Replenishments
 - Final Take Order
- You will pickup your coffee at the same time and location you would pickup popcorn.
- You will be ordering by individual bags
- Be care to make sure you are ordered the correct type of coffee (for example ground vs. whole bean)

The background is a dark blue field filled with faint, light blue line art of outdoor gear: tents, trees, a backpack, a compass, and a trail sign. A red dashed line winds across the slide, punctuated by five yellow four-petaled flower icons. The text "Trail's End" is written in a white, italicized serif font, with a registered trademark symbol (®) to its upper right. A thick red swoosh underline is positioned beneath the brand name.

Trail's End®

THANK YOU!

Comments and Questions?