



Welcome, Junior Rangers!

Popcorn Adventure Guide



Get ready to explore your path to popcorn success!

Visit each station to learn the best practices that will help you gear up, set your goals, and blaze a trail toward top sales.

Just like a real Junior Ranger, you'll:



Learn by doing



Discover helpful tips



Earn your way to awesome rewards

Think of this as your Popcorn Adventure Booklet.

Each stop is a new trail marker on the map towards your popcorn goals.

“Explore. Learn. Sell. Succeed.”

Every sale helps fuel Scouting adventures—and that makes you a real trailblazer.

Let's hit the trail!



Trailhead Check-In (Logging into the App) — Open Trail's End, confirm unit/Scout profile, turn on notifications, and test a demo sale.



Trail Mapping Station (Goal Setting) — Set a clear sales goal, note your “why,” and outline when/where you'll sell this week.



Critter Communication Camp (Perfect Sales Pitch) — Practice a 10-second pitch, a polite “no worries” response, and a confident ask.



Ranger Readiness Station (Appearance & First Impressions) — Neat uniform, name tag, smile; stand tall, make eye contact, and say “thank you.”



Trading Post Outfitter (Storefront Mockup) — Arrange table (menu sign, product display, QR code), assign roles (greeter, cashier, stock), and rehearse flow.



Trail Talk Practice Run (Making the Sale in the App) — Scan/enter item, confirm quantity/payment, share QR link, thank the customer, and log the sale toward your goal.

High Desert Council Popcorn Fundraiser Code of Conduct

Participation in this Council-sponsored fundraiser requires adherence to the following policies. Violations may result in revocation of storefront privileges and/or disqualification from incentives.

Prohibited Activities:

- No tip jars, passive donation containers, or signs requesting donations to the unit. Scouts can ask for Heroes and Helpers in accordance with this code of conduct.
- No breaking apart packages or selling individual portions. All products must remain sealed and labeled with manufacturer nutritional information.
- No additional fundraising items may be sold, including but not limited to:
 - Water, jerky, candy, raffle tickets, car wash vouchers, or other non-Council-approved items.

Storefront Behavior and Setup:

- Booths may only be operated by the unit that holds the approved reservation.
- Booths must be set up only in the location authorized by the store manager.
- No more than two scouts and two parents at a booth at any given time. Best Practices is one Scout and one parent to maximize selling potential and rewards.
- Scouts must remain at least 8–10 feet away from store entrances, and follow store-specific guidelines.
- Do not block store doors, paths, or access points.

Conflicts Between Units:

- Only one unit may sell at a location at any given time. Use the Trail's End app to avoid overbooking.
- If multiple units arrive at the same time, leaders must resolve the conflict respectfully without involving store employees.
- All participating adults and youth are expected to behave in accordance with the Scout Law, especially being courteous and kind.

Behavior Expectations:

- Scouts and adults must use respectful, clean language at all times.
 - No profanity, insults, verbal put-downs, or teasing will be tolerated.
- No horseplay or physical contact is allowed, including:
 - Punching, play fighting, pushing, throwing items, or physical intimidation.
- Do not sit on, lean on, or interact with store displays or merchandise. Do not use it as a table or place drink/food on them.
- Leave the area clean: remove all empty boxes, trash, and materials when the shift ends; do not fill store trash cans with boxes, take everything with you.

Safety Guidelines:

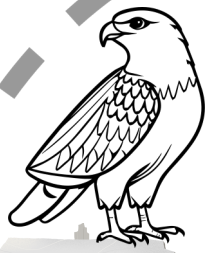
- Scouts must remain on the sidewalk or designated area at all times.
- Scouts may not enter the parking lot to approach customers or assist with carrying purchases.
- All store-specific rules must be followed in addition to Council rules.

Donations:

- All cash donations received at storefronts **MUST** be entered into the Trail's End app immediately as a Heroes & Helpers donation.
- These donations count toward unit sales and must be recorded honestly and accurately.

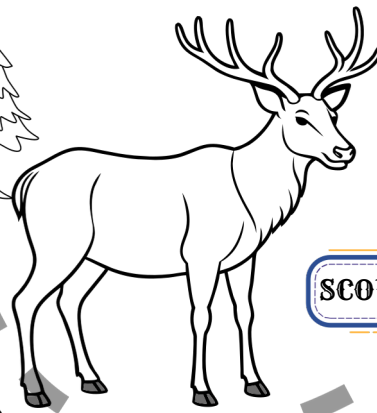
Final Notes:

- These rules protect youth safety, ensure fairness, and preserve relationships with storefront partners and Trail's End.
- Units and individuals that do not follow these guidelines may be removed from the fundraiser.
- Questions should be directed to your Council Kernel or Council Popcorn Team.



3/4

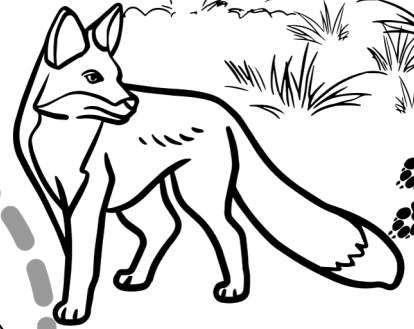
\$



POPCORN GOAL



SCOUT:



ACTIVITY

COST

➔	\$	_____	
➔	+	\$	_____
➔	+	\$	_____
➔	+	\$	_____
➔	+	\$	_____
➔	+	\$	_____
=	\$	_____	

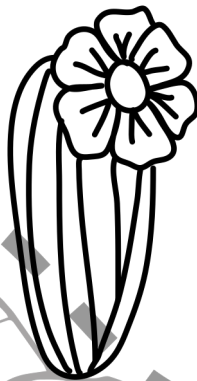
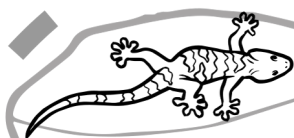
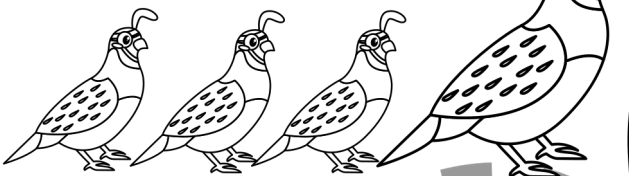
SCOUT COMMISSION

%

TOTAL SALES GOAL

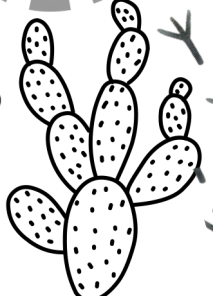
HEROES AND HELPERS
\$200 GOAL (\$50/QUAIL)

\$



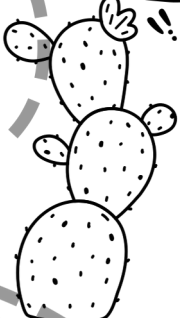
1/4

\$



1/2

\$



SCOUT PITCH

“Hi, my name is _____ and I’m earning my way
(first name only!)

to _____! Can I count on your support?
(goal for your funds)

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

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.

ALL Donations MUST be entered as Heroes and Helpers Donations in the APP at the time of receiving them.

All Donations count towards Sales Goal and Scout Rewards when entered into the APP

**NEW in 2025 customers can pay with TAP to PAY Cash App, Google Pay, Apple Pay
FREE Credit Card processing through trails end APP**

Be sure to watch the Scout and Parent Training Videos located in the training tab of your APP for more best practices!

PREP

Trail's End App

New Scouts: download & register

- Use your zip code or Trail's End Unit Code

- Families can use the same email for multiple accounts, but each Scout needs their own account

Returning Scouts: download or update, and use your 2024 username

Families: login to all Scout accounts and easily switch accounts by tapping the arrows at the top of the app dashboard



<https://qroo.de/trails-end>

Explore the App

- Set your goal on the dashboard
- Customize your online fundraising page
- Sign-up for storefront shifts
 - View site instructions for store / setup details
- Watch storefront videos on Training page

Practice Your Sales Pitch

"Hi, my name is _____ (first name only!) and I'm earning my way to _____ (goal for your funds!) Can I count on your support?"

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

Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. 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."

Sales Tips

- Follow the Guide to Safe Scouting at all times
- Make a list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your field uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support



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

Storefronts™

- Thank store managers & employees for supporting Scouting!
- Setup table near exit door, or where specified by store
- Enhance the shoppers' experience; do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Leave No Trace!

My Leader: _____

Phone / Email: _____

For more information, visit our FAQs →



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

Cash to Credit

- Parents can turn in cash owed for wagon and storefront sales by selecting the 'Use Cash to Credit' option and using their credit card.
- **Tip:** Using Cash to Credit will turn 1 pt for each (cash) dollar collected into 1.25 pts.
- Learn more about Cash to Credit →



SELL

Best Practices

- Record all sales in app, including donations
- Heroes and Helpers™: your customers can send products to military troops, first responders & food banks, while still supporting you!
- Follow-up with online customers who have not supported
- Set goal in the app & track your progress

Sales Methods

- Storefronts: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text; products will be ship to them.
- Scout Sales: sell to family & friends in person

Rewards

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

- New eGift Cards*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Heroes and Helpers: 1.75 pts (credit & online), 1.5 pts (cash)
- Credit & Online: 1.25 pts
- Cash: 1 pt
 - Each sale only accrues points in the applicable category above in which it will earn the most points
- Cash to Credit™: receive additional 0.25 points for every cash dollar converted to credit
 - Points for Storefront cash converted are split among Scouts working the store that day
- Scan QR code flyer to view storefront & online bonuses!



<https://wh-wf-training.s3.amazonaws.com/2025%20Scout%20Rewards.pdf>

Trail's End App - Credit Sales

Faster, safer, higher sales, & Trail's End pays all fees!

- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware needed
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually or share orders with customers to checkout on their device

WRAP UP

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank customers
- Claim Rewards
- Choose the prizes you want with your eGift Card

Enjoy your Scouting year!

*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. 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. 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).

Scout and Parent Training Videos

- Watch the short series of Scout and Parent training videos found in the Trails End App Training Resources.
- Helpful videos on:
 - Sales Pitch
 - Scout Role
 - Parent Role
 - Storefront Setup
 - Overcoming Excuses



Trading Post Outfitter (Storefront Mockup)

_____ 6ft Tables are the perfect size for the 6ft banner. We recommend attaching the banner with 2 inch heavy duty velcro. The Banner in the front helps draw in the customer's attention. It also acts as a cover for the popcorn boxes tucked neatly under the table

_____ Arranging the product highest to lowest, so the customer's eye is drawn towards the more expensive items is a sales tactic that has proven to sell more.

_____ Not everyone wants to buy popcorn. This sign helps the scout turn the "NO" into a yes by pitching the heroes and helpers' donation. **ALL CASH DONATIONS/TIPS** units receive during store front sales will be entered into the Trails End APP at the time of collection as a Heroes & Helpers donation. Customers can also donate using their credit card, CashApp, GooglePay, and ApplePay through the Trails End APP. **ALL DONATIONS COLLECTED STILL COUNT TOWARDS UNIT SALES, INDIVIDUAL SCOUT SALES, POINTS EARNED, AND UNIT COMMISSIONS.**

_____ Storefronts are a great recruiting tool!! this flyer helps direct families to find a unit near them! You can also use the Recruit A Scout tab in the menu of the APP.

_____ The phone is your "point of sale system" or your mobile cash register. **ALL sales MUST** be entered into the APP. Free Credit Card processing, Easier tracking for leaders, and scouts earn AMAZON gift cards.

_____ Fanny packs work great as a cash bag. You can clip it to the table or wear it for extra security.

_____ Fast, Easy, **FREE** Credit Card processing. **NO** square account required. **ANY** square reader will work in the Trails End APP. No square reader? That's ok- **TAP TO PAY**, Google Pay, Cash APP, and ApplePay are accepted through the APP at checkout.

_____ Setting Scout and Parents/Guardians up for success with all the resources needed for a smooth sale!

**Square Reader
Membership Flyer
Table and Banner**

**Cash Bag
Heroes and Helper Sign
Charged Cell Phone**

**Product Placement
Popcorn Power Pack**

Notice there is not a TIP Jar or prices displayed on the table. Tips Jars and labeled prices encourage people to just drop a dollar or some change and not listen to the "Perfect Pitch" and to the Scout selling scouting and their adventures. Statistically a table with a tip jar and or prices will earn less and sell less than one without.



High Desert Council Incentives



\$2000 Club:
Custom High Desert Council Gear

\$1,000 Club: Patch

Top 50 sellers and 1 parent (North/South):
Dave & Buster's Party
Minimum Sales \$2,500

Top 5 (North/South):
Council activity
Minimum Sales \$5,000

Top 5 overall:
Council-wide mention

Top 5 Units (North/South):
Root Beer Float Parties

Eligibility from sales made AUGUST 2nd
12:00 AM to NOVEMBER 30th 11:59 PM

My Unit's Important Dates:

My Unit Kernel_____

Phone Number:_____

Storefronts Available_____

(
Council has storefronts from September 12-
November 9)

Deadline to Enter Wagon Sale Orders_____

(All Orders MUST be entered into the Scout's Trails
End App so we can properly order popcorn)

Money Due to Unit Leadership_____

(Encourage Credit Cards, Tap to Pay, CashApp,
GooglePay, ApplePay, or Parent Cash to Credit so you
don't have to worry about keeping cash)

Wagon Sales Product Delivery_____

(Ask your Unit Leader if they can supply popcorn for
your wagon sales so you can deliver at the time of
sale. if not, your unit will place an order at the end of
the sale to fill all "UNDELIVERED" Wagon Sales)

Online Sales : YEAR ROUND!

