

PREP

Register Your Unit

- Get started by registering
- New Leaders receive Leader Portal username after registration



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

Set Unit & Scout Goals

- Start by planning your program - ask Scouts what they want to do
- Use the goal setting tool to create a budget
- Set your fundraising goal to achieve your program plan



<https://wh-wf-training.s3.amazonaws.com/Goal%20Setting%20Tool.xlsx>

Visit Leader Portal

- One place to manage everything!
- Reserve & manage Storefronts
 - Access training page
 - Leader & Scout videos, Kickoff Presentation, Scout & Parent Guide, Rewards flyer
 - Order popcorn & track inventory
 - View Scout sales in real-time
 - Submit rewards
 - Claim Unit payout



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

Reserve Storefronts™

- Maximize sales by selecting "One Scout per shift"
- Entering a Unit goal is required to reserve (for participating Councils)
- Trail's End booked hours have \$300+ sales potential based on foot traffic & trained Scouts
- Reservations at Trail's End Storefronts from Fri-Sun that have no Scouts signed up for shifts will be auto-released each week on Thursdays at 8pm ET

RESERVATION SCHEDULE
Mon-Fri 3-4 hours
Sat & Sun 6-10 hours

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

Rewards

- New eGift Cards*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Earn more with one Scout & Parent shifts
- Scouts receive more points with Heroes and Helpers, app credit & online

Scout Participation

- Explain "what's in it for Scouts / families" to participate
- Share goals & budget with parents
- All Scouts need a Trail's End account
 - Give Trail's End Unit Code to new Scouts to register
 - Returning Scouts use their 2024 username

*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).

SELL

Best Practices

- You're not selling popcorn... you're selling Scouting!
- For Scouts...
 - Get a head-start with online sales in June/July
 - Record sales in Trail's End App
 - Enter donations received as Heroes and Helpers
 - Never ask customers to buy popcorn... it's to support you
- Ensure all shifts are filled or release for other Units
- Check Reserve Storefronts page on Thursdays at 8pm ET for auto-released hours

Heroes and Helpers™

- Trail's End ships products to military personnel and their families, first responders & local food banks
- Automatically added to Unit orders each night
- Scouts earn 1.75 points (credit & online) and 1.5 points (cash) per \$1 Heroes and Helpers sold

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 required
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually
- Scouts can share orders with customers to checkout on their device

Cash to Credit™

- Scouts receive an additional 0.25 point for every cash dollar converted to credit
- Points for Storefront cash converted are split among Scouts working the store that day
- Parents keep the cash and use their card to convert
- Leaders use their card to convert cash returned from Storefronts

WRAP UP

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate & enjoy your Scouting year!

Thank you for choosing Trail's End!



SUPPORT & FAQs

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



JOIN TRAIL'S END POPCORN COMMUNITY ON FACEBOOK

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

Getting Started as a Leader

Modified on Tue, 17 Jun at 6:27 PM

Here is a checklist to get started

	Set your goal	Successful fundraising starts with a goal! - Units must have a goal set to reserve Storefronts™. - Check this Goal Setting Tool for help.
	Set your Storefront Defaults	How do I set default Storefront Settings?
	Update your Scout Roster	As the leader, how do I update my Scout Roster? NOTE: Each Scout needs their own account
	Team Members/Leaders	How to add other leaders Ways to split up tasks
	Prep for Storefronts	Consider Supplies for Storefronts Learn about Storefronts™ Reservations Does your Council participate? Storefronts™ VIP information Reservations Schedule Reserve your own storefronts
	Attend your Council kickoff	Many aspects of the fundraiser are specific to your Council. Attend your Council kickoff and/or find their popcorn page for information on: - Products & prices - Sale dates - Commission percentages - Unit order due dates and pickup dates - Council incentives - Sales flyer/order form
	Fundamental help articles	We recommend all leaders read the following articles. These will give you a good knowledge of how the fundraiser works: Glossary of Terms Unit Orders Invoices Inventory Accounting Commission
	Where to get help	Register for a Webinar: https://portal.trails-end.com/webinars Facebook Groups: Leader Group Parent Group Knowledge Base articles Contact Support Contact your Council leader for Council specific questions

Print

Articles in this folder -

[Getting Started as a Leader](#)

[What is new for 2025?](#)

[How will Heroes and Helpers™ Donations be processed?](#)

[What is our unit's commission percentage?](#)

You may like to read -

[I'm new, what resources do you have to help me get started?](#)

[How can I split up leader responsibilities?](#)

[When can we start selling?](#)

[How do I add additional team members?](#)

Was this article helpful?

No

Yes

Due:

Popcorn Kickoff AM:
 Popcorn Kickoff PM:
 1:1 IYOS Coaching Calls
Release/Split Storefronts
Initial Orders Due:
Open District Storefront Claiming
 September Update
 Initial Order Popcorn Pick-Up
Storefront Sale Begins
 Mid-Season Order
Final Order Due
 Final Order Popcorn Pick-Up
Council Incentive & Commission

Date:

August 2nd 8:00AM ZOOM
 August 9th 6:30PM ZOOM
 July 16th – August 21st
August 15th @ 12:00AM
August 22nd @ 11:59PM
August 29th
 Roundtables South 9/3, North 9/11
 Sept 10th (North), Sept 11-12 (South)
September 12th
 TBD based on need
November 3rd @ 11:59PM
 November 19th (North), November 20-21(South)
August 2nd 12:00am to November 30th 11:59pm



Base Commission for Storefront and Scout Sales: 30%

Ranger's Responsibility Bonus 3%

Adhere to the Code of Conduct, ALL deadlines,

Unit attendance 80% of Council kick-offs/trainings

100% Sales and Heroes and Helpers Donations logged using the Trails End App

Trail Blazer Bonus 2%

Set a budget, a plan, and submit your IDEAL YEAR OF SCOUTING

Have a 1:1 Goal Review Meeting with the Council Popcorn Team

Reach your unit's designated Growth Goal

2025 SALES

Ending 11/30/25 11:59 PM

2024 SALES

10% > FROM 2024 SALES	UNITS OVER \$50K
15% > FROM 2024 SALES	UNITS BETWEEN \$25K-\$50K
20% > FROM 2024 SALES	UNITS BETWEEN \$10K-\$25K
25% > FROM 2024 SALES	UNITS BELOW \$10K

*Must sell a minimum of \$2,000 to be eligible for Trail Blazer Bonus

Online commission: 30% (not eligible for bonus commissions)

Council Level Scout Incentives

•\$2000 Club: Custom Gear

•\$1,000 Club: Patch

•Top 50 sellers and 1 parent (North/South): Dave & Buster's Party

oMinimum Sales \$2,500

•Top 5 (North/South): Council activity (Air balloon ride equivalent)

oMinimum Sales \$5,000

•Top 5 overall: Council-wide mention

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

•Eligibility AUGUST 2nd 12:00 AM to NOVEMBER 30th 11:59 PM