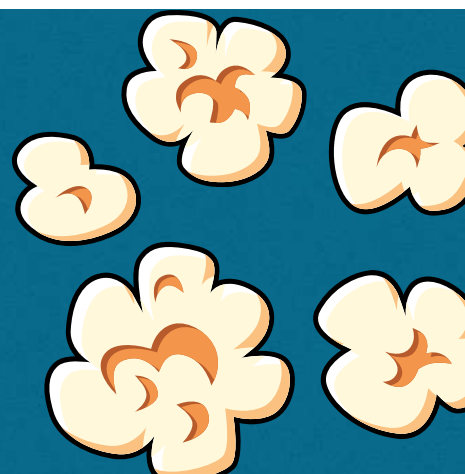
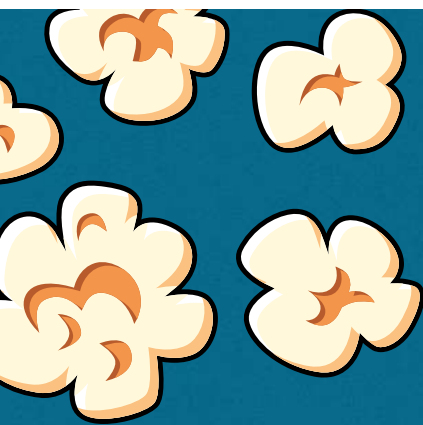
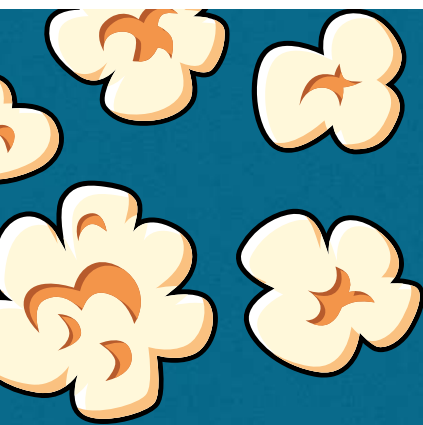




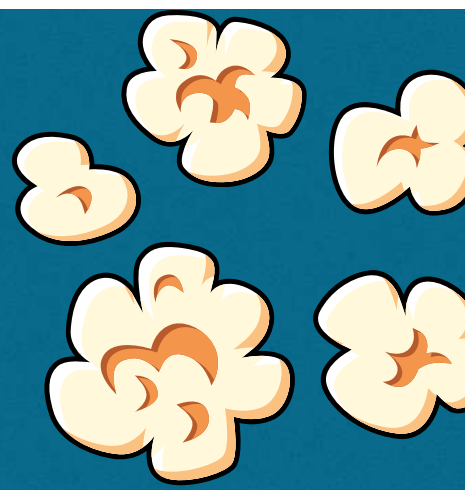
MAY

HIGH DESERT COUNCIL POPCORN UPDATE





SAVE THE DATE



Popcorn Kickoff

August 2 North

August 9 South



HIGH DESERT COUNCIL 2025 POPCORN FUNDRAISER THEME



TRAILS-END
IS WORKING TO COMBINE OUR
COUNCILS IN THEIR SYSTEM-
PLEASE BE PATIENT!



UNDER
CONSTRUCTION



IMPORTANT POPCORN SUMMER DATES 2025

May Launch:

Roundtables

June Update:

Roundtables

July Storefront Training:

July 15th on Zoom

Storefronts Open to Claim:

July 22nd - 24th

August Update:

Roundtables

North Popcorn Kickoff:

August 2nd

South Popcorn Kickoff:

August 9th

Orders Due:

August 22nd

September Update

Roundtables

Sale Begins:

September 12th



HIGH DESERT COUNCIL

COMMISSIONS AND INCENTIVES

UNIT COMMISSIONS

Base 30%

Additional Bonuses up to 35%

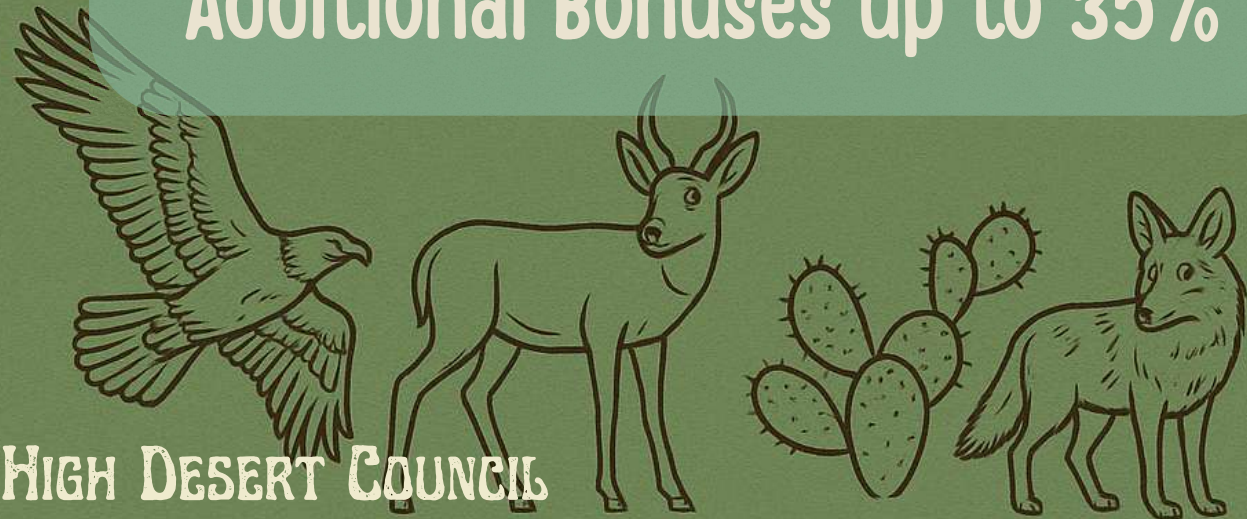
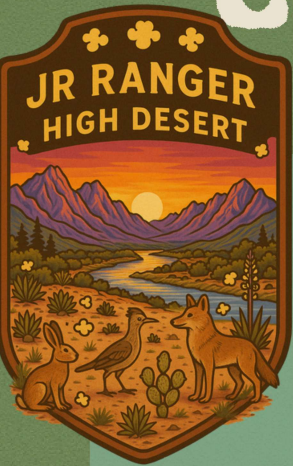
COUNCIL SCOUT INCENTIVES Patches

\$2,000 Sellers Club

Top Sellers Party
\$2,500 Min

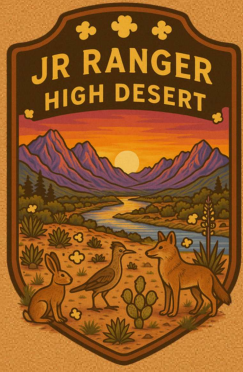
Top 50 North/ Top 50 South

Stay tuned for more!!



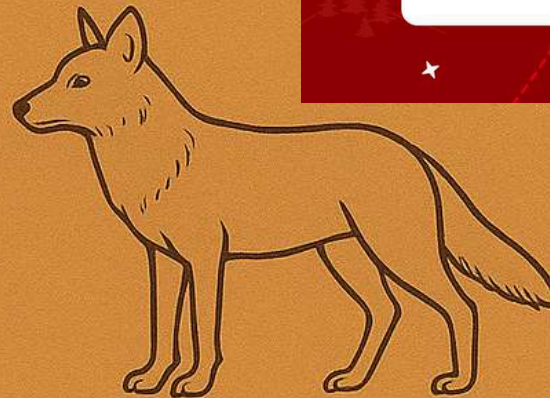
HIGH DESERT COUNCIL





2024 REWARDS

ALL 2024 Rewards **MUST**
be claimed from the system by
June 30th



HOW TO...

?

**Determine if Trail's End
Rewards have been claimed**

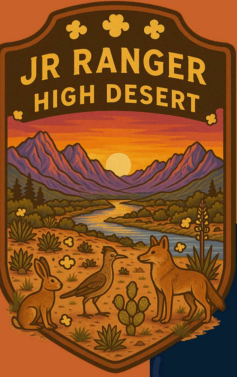
Gift Card Released	Gift Card Available
\$70	\$0
\$70	\$0
\$50	\$0
\$70	\$70
\$50	\$0

An amount listed in
the Available column
indicates that it has
not yet been claimed.

Trail's End.

HIGH DESERT COUNCIL

2025 PRODUCT



Trail's End®

NOW FEATURING

**SCOUTING AMERICA
AND SCOUTS IN ACTION**



Trail's End®

2025 PRODUCTS



- We only sell popular products & flavors that consumers purchase and enjoy every day.
- Now featuring Scouting America and Scouts in action.
- No artificial colors or flavors.

**NEW FIVE
\$20
PRODUCTS***

**DESIGNED TO INCREASE
CONSUMER PURCHASES!**

**SIMPLIFIES SALE FOR
SCOUTS, LEADERS,
AND CONSUMERS!**

\$20



BUTTER POPCORN

New

- Delicious and made with real butter
- 18 cups | 6oz

\$20



WHITE CHEDDAR POPCORN

#1 Seller Stays at \$20

- Savory and made with real cheese
- 16.5 cups | 6oz

\$20



SALTED CARAMEL CORN

**Reduced from \$25 to \$20
& 14oz to 11oz**

- Rich caramel with just the right amount of salt
- 5 cups | 11oz

\$20



SWEET & SALTY KETTLE CORN

**Increased from \$15 to \$20
& 3.5oz to 4.5oz**

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5oz

\$20



POPPING CORN

Increased from \$17 to \$20

- All natural, popping kernels
- 28oz

\$25



MICROWAVE BUTTER POPCORN

- Just the right snack for movie night
- 12 microwave bags

*Each Council designates products and pricing for their Units to sell each year.
**Average return to local Councils, Units and Kids based on all Trail's End product sales. Individual results may vary.
Nutritional information & ingredients available on back of packaging. Contact us at support@trails-end.com or [support/home](https://www.trails-end.com/support/home) with questions.

HIGH DESERT COUNCIL

BEST PRACTICES



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



Trail's End

2025 STOREFRONTS™

**670,000 HOURS AT 7,000+ LOCATIONS WILL
BE AVAILABLE FOR ALL UNITS!**

Every hour will have \$300 potential based on foot traffic
and trained Scouts!

- 860,000 total booked hours by Trail's End:
 - 670,000 available for all Units!
 - 190,000 hours pre-assigned to VIP units (\$20k+).
 - All units reserve earlier this year on 2nd day.

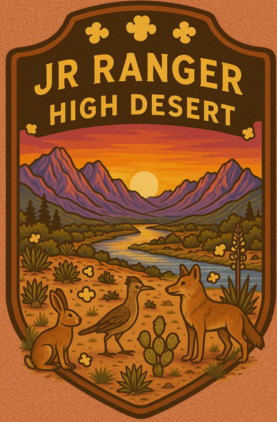
RESERVATION SCHEDULE

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

PROVIDING MORE FUNDRAISING OPPORTUNITIES FOR ALL UNITS AND SCOUTS!



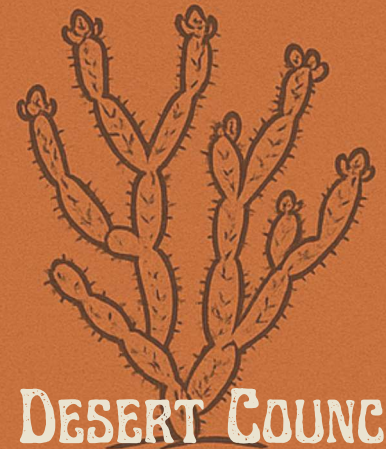
HIGH DESERT COUNCIL



NEXT STEPS:



- SET YOUR UNIT PROGRAM GOALS
- ASK SCOUTS TO SET ADVENTURE GOALS
- SET A UNIT BUDGET (by July 20th)
 - STOREFRONTS CAN'T BE CLAIMED WITHOUT A POPCORN SALES GOAL
- BUILD YOUR POPCORN TEAM!



HIGH DESERT COUNCIL

GET TRAINED!

National Webinars for
LEADERS led by Leaders
SCOUTS led by Scouts!
beginning July 10th

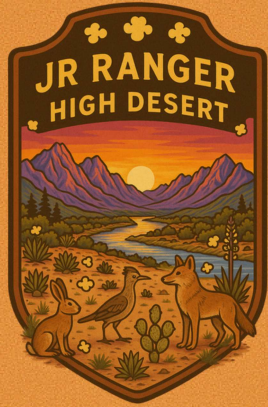
LEADER Q&A WEBINARS

SIGN UP TODAY

Join one of our live sessions
to learn about the latest
updates and get your
questions answered!

portal.trails-end.com/webinars





STAY INFORMED!

ALL COMMUNICATION WILL GO
THROUGH THE
HIGH DESERT BAND APP!



SCAN ME



HIGH DESERT COUNCIL

JOIN OUR POPCORN TEAM!!



Stephanie Sutter
High Desert Council
Popcorn Kernel
Scoutersutter@gmail.com

Sarah Davis
Popcorn Staff Advisor
sarah.davis@scouting.org





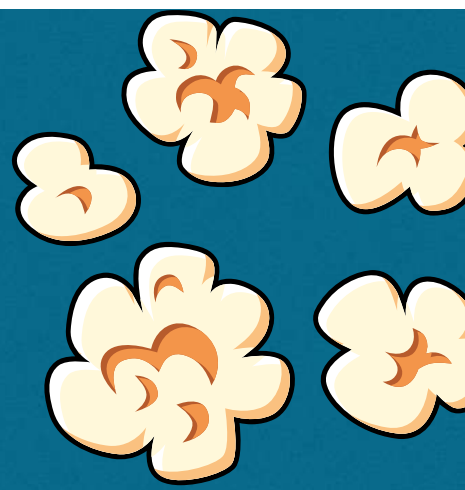
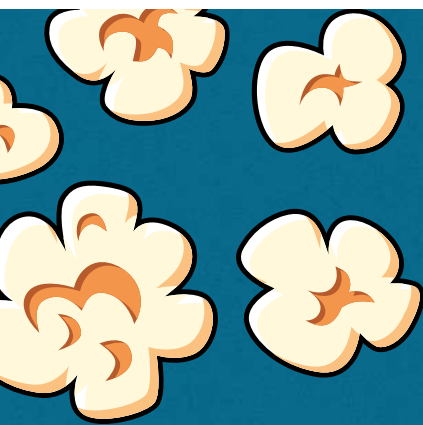
JUNE

HIGH DESERT COUNCIL
POPCORN UPDATE



A decorative banner with a dark blue background. The top corners are decorated with several stylized yellow flowers with orange centers. The bottom of the banner features a silhouette of a mountain range in shades of brown and orange. The text is centered in a light beige, distressed, serif font with a dark blue drop shadow.

PUT YOUR
UNIT NUMBER
IN THE CHAT!



IF YOU SOLD \$20K
OR MORE LAST YEAR
YOU SHOULD BE
GETTING AN EMAIL
THAT WILL EXPLAIN
YOUR STOREFRONTS!



IMPORTANT POPCORN SUMMER DATES 2025

May Launch:

Roundtables

June Update:

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July Storefront Training:

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September 12th



HIGH DESERT COUNCIL

IMPORTANT POPCORN INFORMATION

Popcorn training: Please Send a representative from your unit to attend, and your crew will be entered into a special drawing for trail-ready prizes!

Visit the Ranger Outpost (aka Popcorn Website)

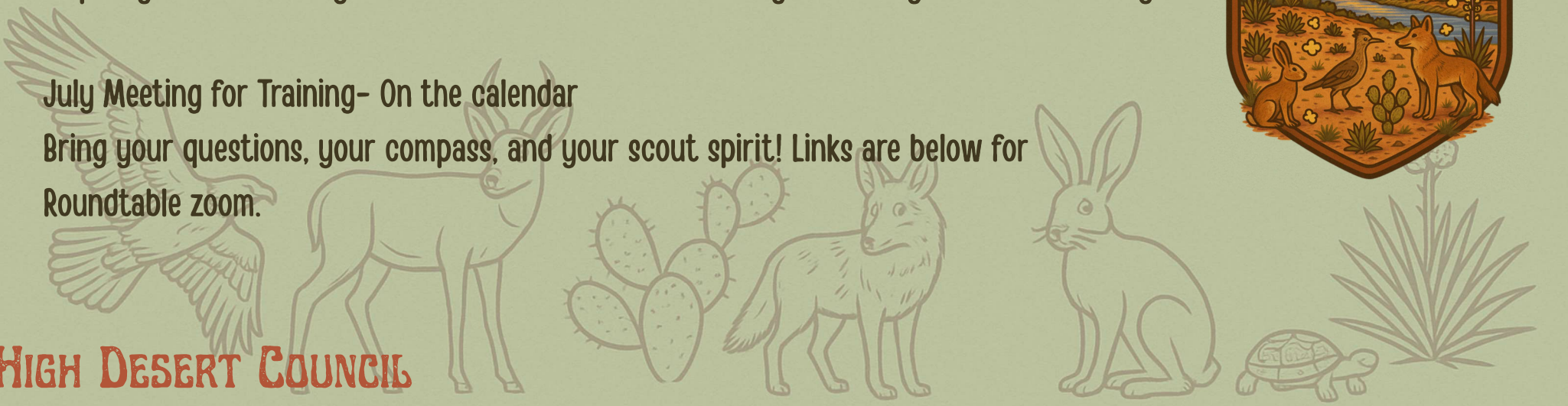
Need help planning your expedition? Our popcorn HQ is loaded with resources, tools, and helpful guides to blaze your trail to success. www.scoutingamericahighdesertcouncil.org

July Meeting for Training- On the calendar

Bring your questions, your compass, and your scout spirit! Links are below for Roundtable zoom.

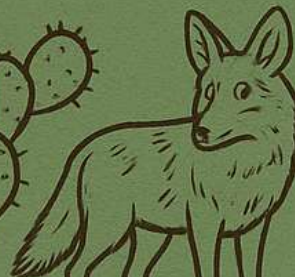
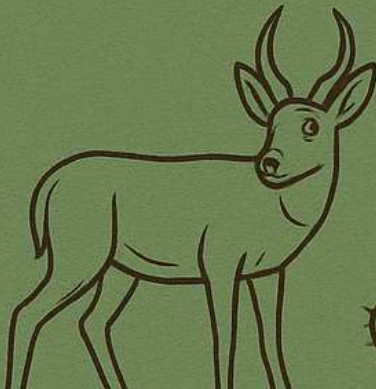


HIGH DESERT COUNCIL



Get Registered
you can register with Trails End
If you have already registered this year you may have to go back in and register now
that we are merged in TE
<https://portal.trails-end.com/unit-registration>

You will need to
go into your
account and set
your goals!

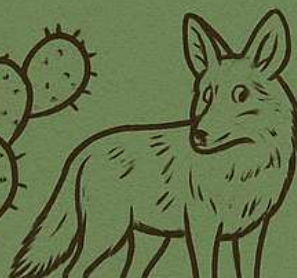
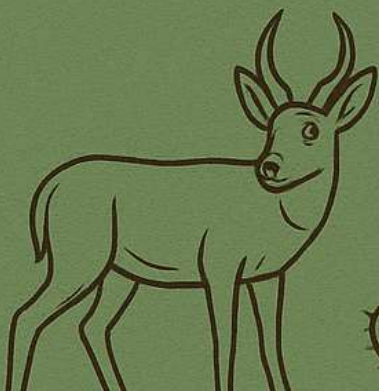


HIGH DESERT COUNCIL

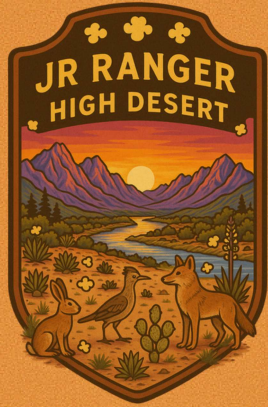
Next Steps REGISTER!!

Work on your Ideal year of scouting and
Budget Plan for your unit

This will make it easier when ordering
popcorn for your unit!



HIGH DESERT COUNCIL



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SCAN ME



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