

Trail's End®

2026 POPCORN KICKOFF

Scouting  America™
Long Island

WHY SELL POPCORN?

Fund Your Unit Adventures

Use the Unit Adventure Guide to help plan and calculate your trips and costs

- Campouts
- Blue & Gold Celebration
- Pinewood Derby
- High Adventures
- Equipment needs
- Advancement
- Annual dues

Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking
- Salesmanship and people skills
- Setting and achieving goals
- Money management



WHY TRAILS END?

Trail's End®

Improved Technology Platform

- Manage sale from your phone
- Customizable Scout pages
- Accept payment on phone (Tap to Pay)

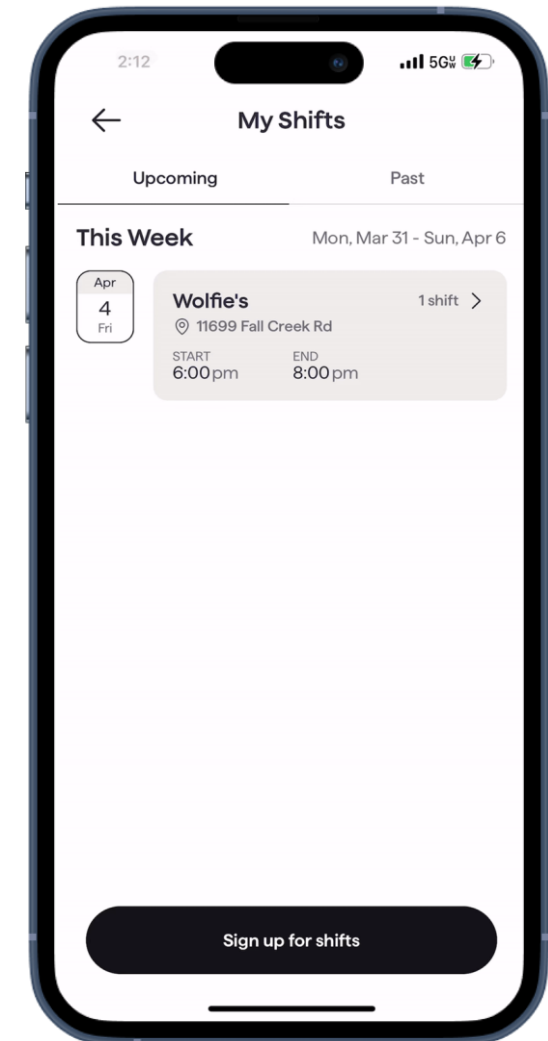
Storefronts are booked for you

- Guaranteed \$300 sales per hour
- Saving leader time and energy

No Credit Card Fees

Excellent Customer Service

- support@trails-end.com



WHAT'S NEW!

RUN THE SALE— FROM YOUR PHONE.

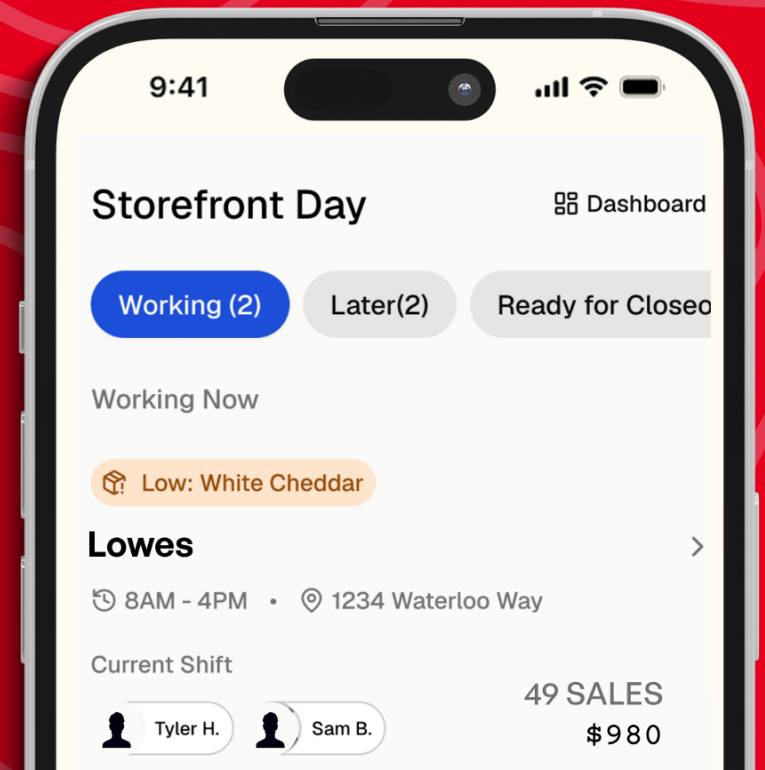
The new *Trail's End*[®] **LEADER PORTAL**

- Simplified, easy-to-use platform
- Faster loading and responsive
- Significant Storefronts enhancements*

*Certain features to be rolled out over the next 30-60 days



Launching
JUNE 3



WAYS TO SELL

Trail's End®

Online Sales

Sell online & ship directly to customers

- Record in the app or share your online page
- Share your page via email, text, social media or QR code
- No handling products or cash
- Shipping/Tax may be charged.

Show & Sell

Leverage high foot traffic locations reserved by Leaders

- Sign up to sell in front of a store
- One parent and two Scouts is ideal to cover more hours
- Insert Storefront split information if your Unit is using one

Take Orders

Direct sales to family, friends, neighbors

- Have parents ask co-workers
- Be sure to mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, hand over products immediately

SALE DATES

Trail's End®

Online Sales

Starts: August 1st
Ends: November 23rd

Show & Sell

Orders Due: August 10th
Est. Delivery: August 21st

Take Orders

Orders Due: November 7th
Est. Delivery: November 21st

PRODUCT LINEUP

Trail's End[®]

\$20



White Cheddar

- National #1 seller
- Savory and made with real cheese
- 16.5 cups | 6oz

\$20



Salted Caramel Corn

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

\$20



Kettle Corn

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

\$20



Sea Salt

- Just the right amount of salt
- 3 simple ingredients
- 12.5 cups | 5oz

\$25



Microwave Butter Popcorn

- The right snack for movie night
- 12 microwave bags

\$30



Chocolatey Pretzels

- Crisp airy pretzels in a creamy chocolatey coating
- 12oz

COMMISSION

Earn 32% Base Commission – Everyone Starts Here

Attend Information Session +1%

A Unit Leader attends the Popcorn Information Session (limit +1% per unit)

5% Sales Increase +2%

Unit sales increase by 5% from previous year (min. \$1,500)

Show & Sell Photo +1%

Send a photo of your unit participating in a Show & Sell to Taliesin.Powell@scouting.org (limit +1% per unit)

10% Sales Increase +3%

Unit sales increase by 10% from previous year (min. \$3,000)

Paid on Time +1%

Unit is fully paid by November 25th

New Unit Sells \$3,000 +3%

Unit that did not sell in 2025 sells at least \$3,000

CAMPAIGN TIMELINE



July

- Popcorn Kickoff & Information Session – July 21st
- Commit and Onboard your unit at login.trails-end.com/unit-registration

August

- Show & Sell Orders Due – Aug. 10th
- Pick Up Show & Sell Orders – Aug. 21st

September - October

- Council Program Launch & Popcorn Sampling – Sept. 19th @Schiff Scout Reservation
- Continue Selling Popcorn

November

- Take Orders Due – Nov. 6th
- Pick Up Take Orders – Nov. 16th
- Final Payments Due – Nov. 25th

PICK UP & RETURNS

Trail's End[®]

Dotworks

30 Harbor Park Dr
Port Washington, NY 11050

Thuro Metal

50 Grand Blvd
Brentwood, NY 11717

Pick Up Information

- Final pickup dates & times will be announced as we get closer
- Units will be able to choose which location to pick up order

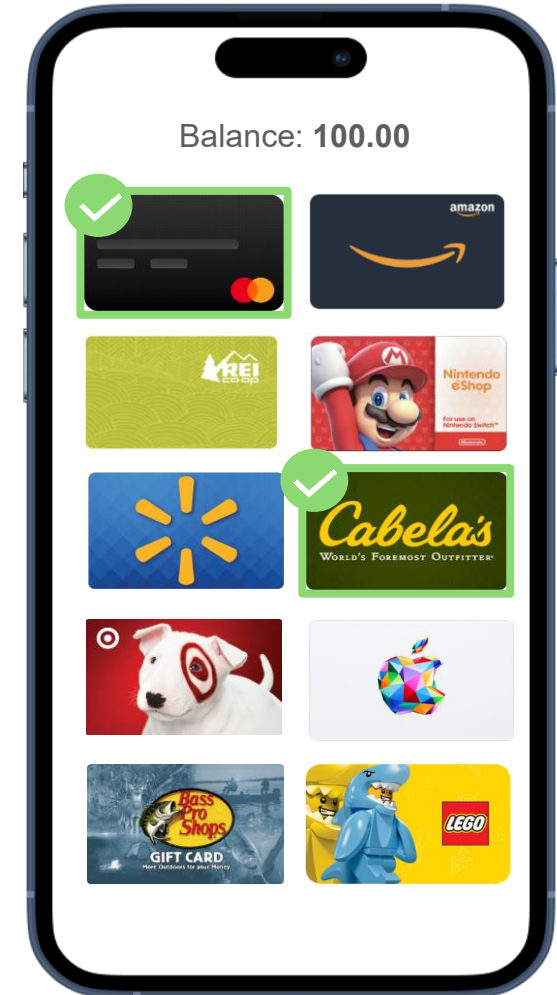
Returns

- Council will assist in redistributing popcorn to other units
- Communicate early if you have excess inventory

REWARDS

Trail's End®

- Scouts claim their rewards from the app
- 15 gift card options
- Scouts can split their rewards across multiple gift cards
- No approving, receiving, distributing, or replacing prizes.
- Uncapped levels to incentivize top sellers.
- Heroes and helpers bonus points! **+.5 pts!**



REGISTER YOUR UNIT

Trail's End®

If your unit is not yet signed up for Popcorn, please scan the QR code below:



The following units are committed for the 2026 Popcorn Sale:

Pack 204	Pack 64	Pack 0205F
Pack 329	Pack 279	Pack 0339F
Pack 216	Pack 177	Pack 161
Troop 47	Pack 362	Pack 2166
Pack 340	Pack 406	Pack 333 G
Pack 333	Pack 438	Pack 4
Troop 244	Troop 8	Troop 0214B
Pack 47	Pack 57	Troop 0215B
Troop 539B	Pack 80	Troop 0332F
Troop 427	Pack 356	Pack 187
Troop 68	Pack 112	Pack 138
Pack 0077F	Troop 218	Troop 272
Pack 0084F	Pack 272	Troop 64
Troop 0215B	Troop 0332F	Troop 0214B

NEED HELP?



Support & FAQs
support.trails-end.com



Join Our Trails End Leader Group
fb.com/groups/TEPopcornCommunity



Council Website
scoutingLI.org/popcorn



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**ANY
QUESTIONS?**

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THANK YOU!

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