



Trail's End®



GREATER ST. LOUIS AREA
SCOUTING

2024 Top Sellers

Trail's End®
Scout Fundraising

Rank	Scout	Unit	District	Sales \$
1	Graham S.	P 3855	New Horizons	\$14,095
2	Christopher C.	T 873	Boone Trails	\$6,851
3	Amelia M.	P 3855	New Horizons	\$6,487
4	Vachan K	T 0803	New Horizons	\$6,235
5	Nolan S	P 3085	Soaring Eagle	\$5,296
6	Joseph E.	T 0329	Osage	\$5,160
7	Henry S	P 3623	New Horizons	\$4,803
8	Jonathan H	P 8073	Pisa Bird	\$4,474
9	Joshua H	P3035	Boone Trails	\$4,255
10	Zoey M	P 8586	Soaring Eagle	\$4,141

Rank	Unit	District	Sales \$
1	P 8035	Soaring Eagle	\$66,373
2	P 8586	Soaring Eagle	\$39,718
3	P 3623	New Horizons	\$39,081
4	P 8047	Soaring Eagle	\$30,004
5	P 3751	New Horizons	\$29,817
6	T 0957	Boone Trails	\$29,677
7	P 8075	Cahokia Mounds	\$27,744
8	P 3035	Boone Trails	\$27,004
9	P 6043	Arrowhead	\$26,827
10	P 3809	New Horizons	\$26,278

BUILD A POPCORN TEAM

Popcorn Leader – Lead the team and oversee accounting and unit popcorn orders.

Storefront Specialist – Arrange/reserve storefront locations. Ensure shift coverage.

Distribution Master – Store popcorn and distribute to Scouts or Storefronts. Manage inventory in the leader portal.

Communications – Keep your unit informed and motivated to reach your goal.

Popcorn Promoter – Celebrate and promote incentives and prizes throughout the sale.

Whole Team – plan and deliver a fun unit kickoff.

Reward Cub Scouts for Committing to Work a Storefront

Success from a unit

At your popcorn kickoff or Pack Meeting, tell the Scouts if their parent can show you that they signed up and committed to a storefront they will get a piece of candy. One shift equals one piece of candy. There are Scouts that will commit to multiple shifts and get multiple pieces of candy.

This was very effective and got the parents engaged as well.

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[®]

Ways to Sell

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!

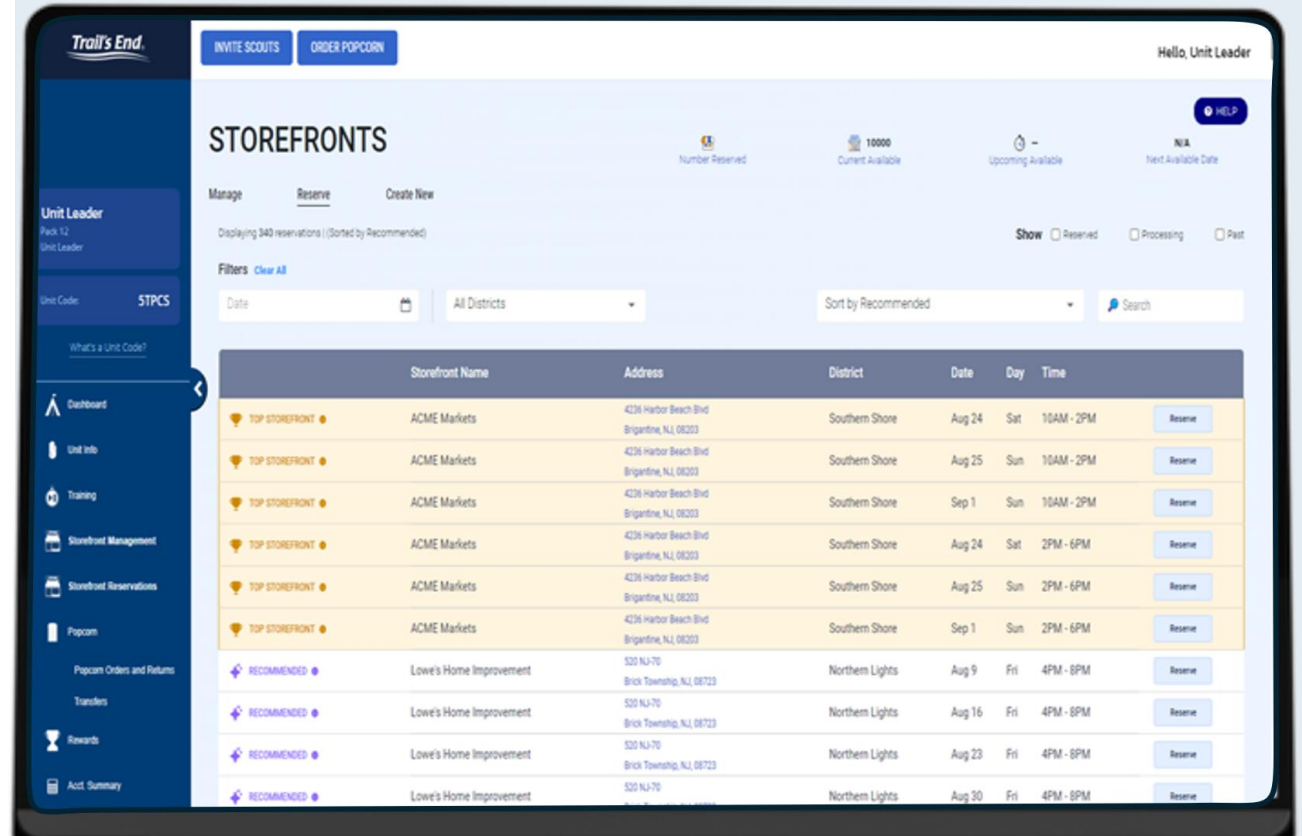
Take Order

- Sell door-to-door and to businesses
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



UNIT PORTAL

- Leaders manage entire sale in one place
- Invite Scouts to register and manage Scout roster
- Easily set Unit and Scout goals
- Order popcorn
- Real time reporting of sales and inventory
- Unit to unit transfers; no Council assistance needed
- Schedule and manage storefront sites and shifts





2025 STOREFRONTS™

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

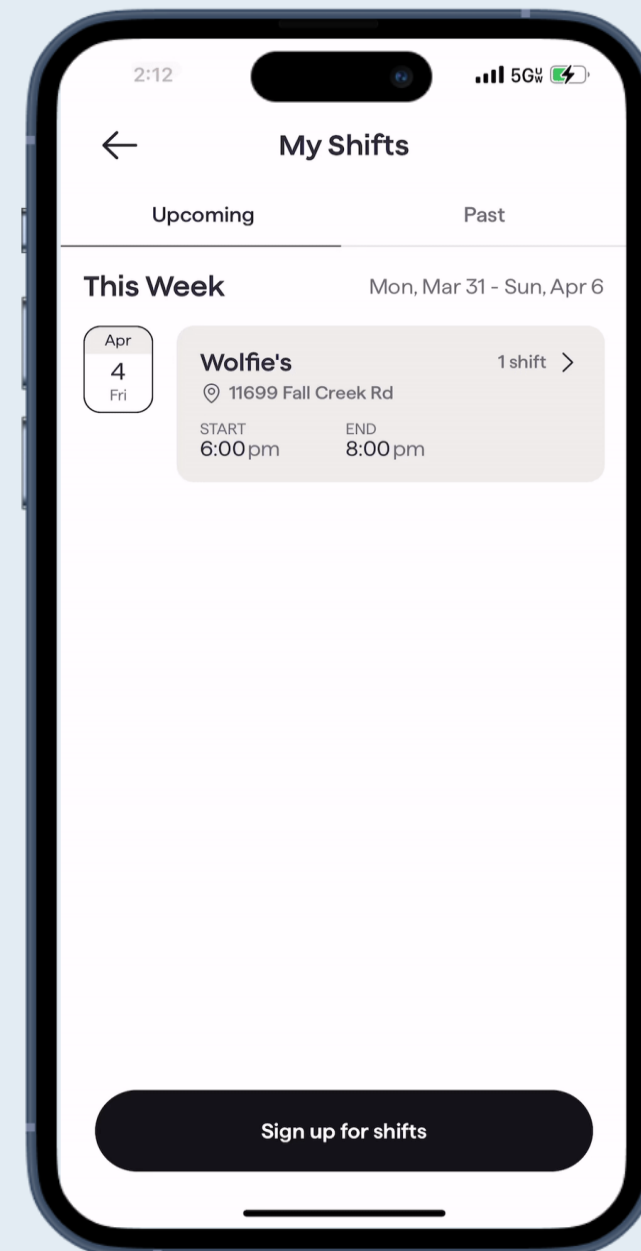
Every hour will have \$300 potential based on foot traffic and trained Scouts!

- 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

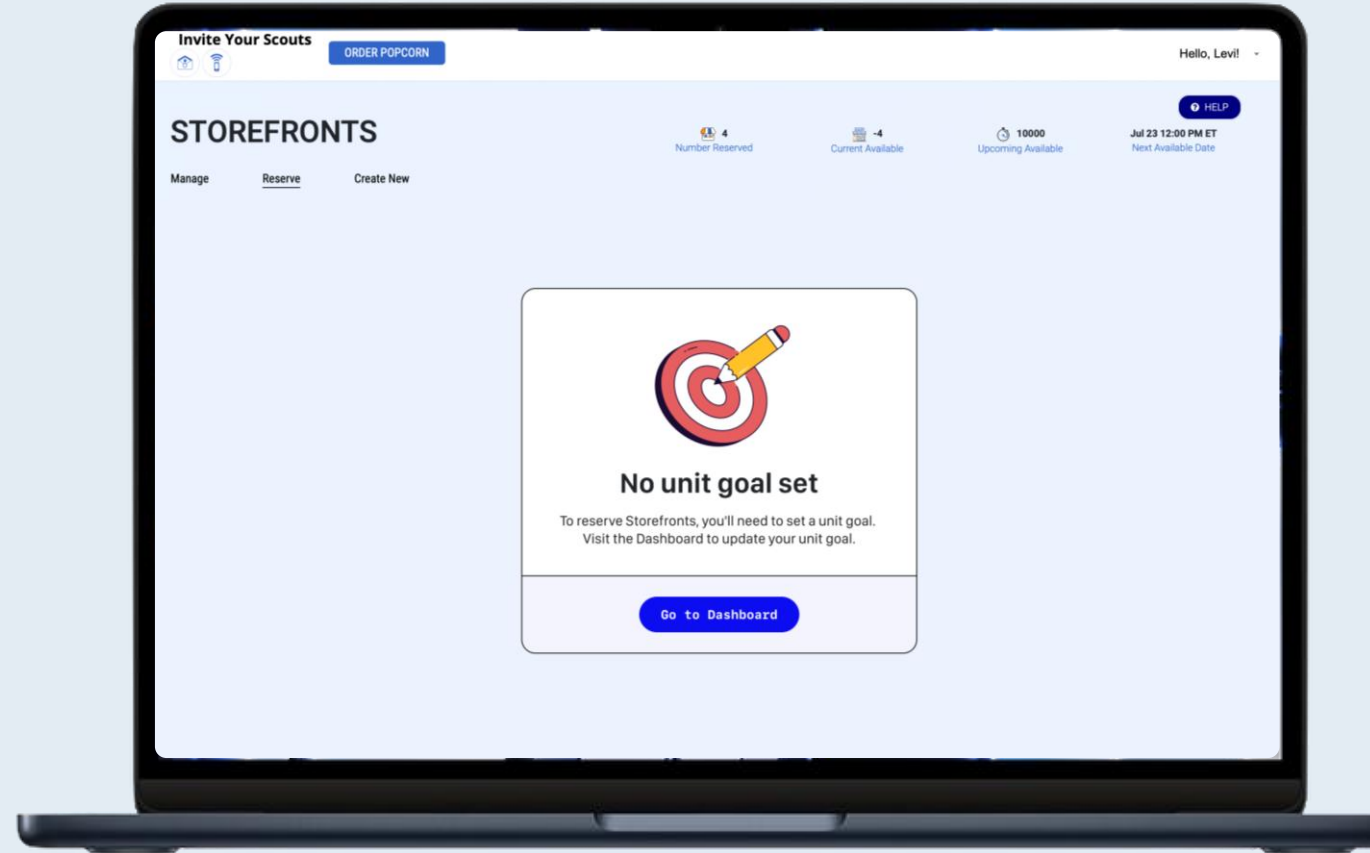
8 PM EST	2024 SALES	RESERVATIONS
July 22	\$10k+	4
July 23	All Units	2
July 24	All Units	Unlimited

PROVIDING MORE FUNDRAISING OPPORTUNITIES FOR ALL UNITS AND SCOUTS!



STOREFRONT EFFICIENCY

- ✓ Updated reservation time – 8 pm (ET)
- ✓ Goal required to reserve storefronts
- ✓ Guidance on storefront hours needed to reach goal
- ✓ Auto-release on Thursdays at 8 pm (ET) for Fri - Sun reservations
 - 38% of weekend hours were claimed in 2024 and not used by Scouts





Trail's End®

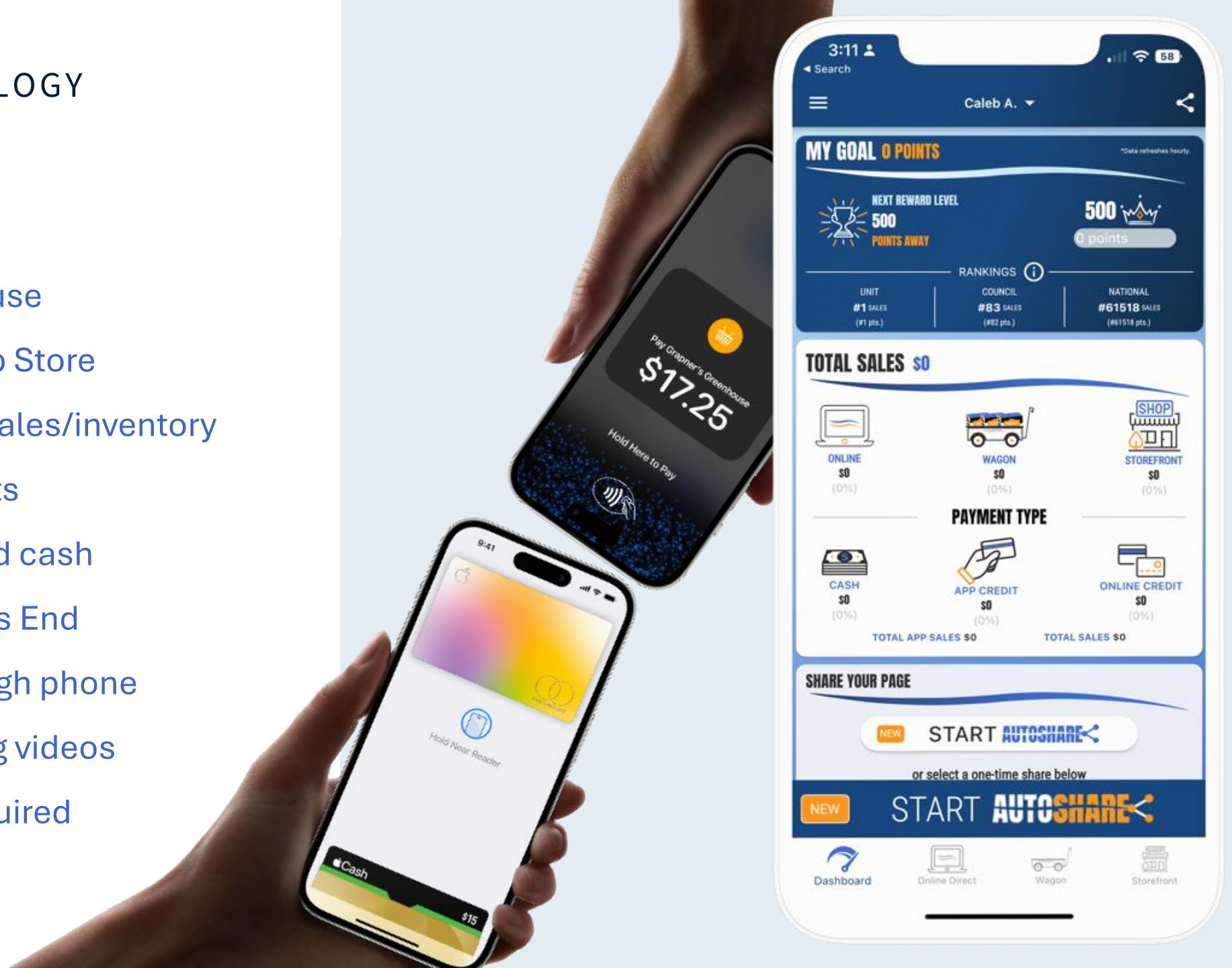
2025 STOREFRONTS™

Auto Release

Units showing “0” Scouts registered for a storefront will be released every Thursday at 8:00 pm Eastern / 7:00 pm Central

TRAIL'S END TECHNOLOGY SCOUT APP

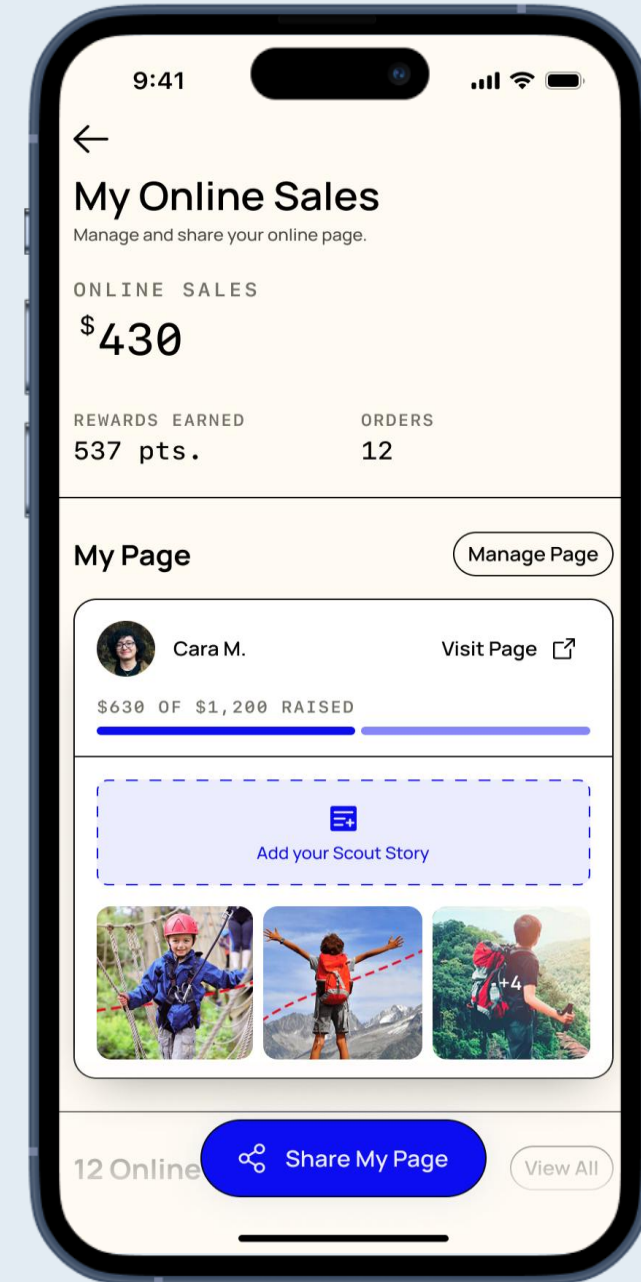
- Point of Sale System
- Saves time and easy to use
- Google Play & Apple App Store
- Tracks real-time Scout sales/inventory
- Manages storefront shifts
- Accepts credit cards and cash
- All CC Fees paid by Trails End
- Tap to pay directly through phone
- Scout can watch training videos
- Cell or Wi-Fi service required



Trail's End App

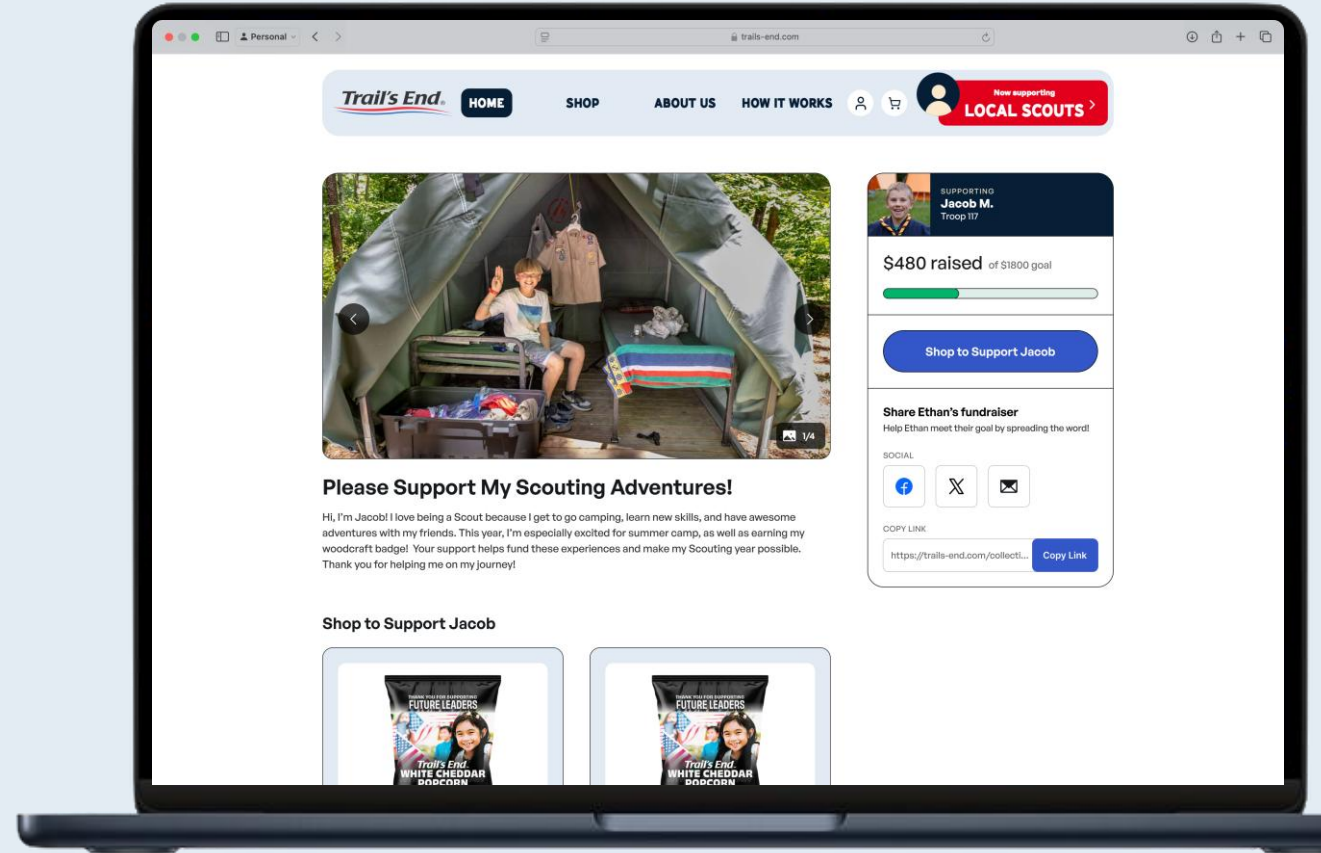
ONLINE SALES

- ✓ 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



TRAIL'S END ONLINE

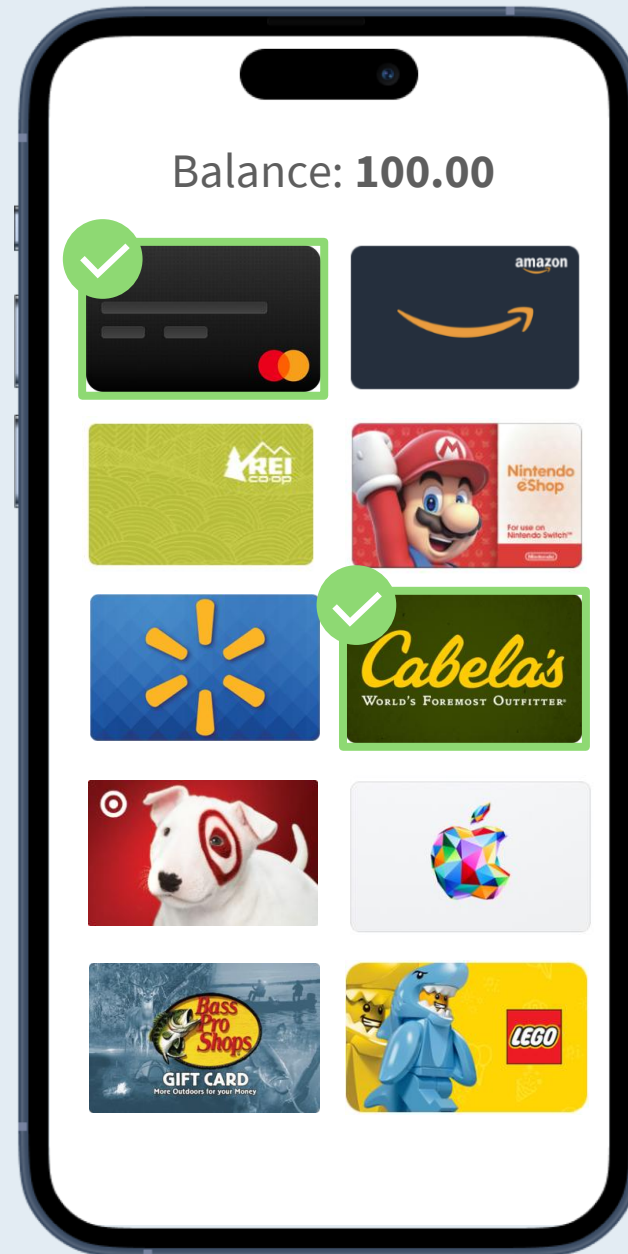
- ✓ Redesigned Scout pages that:
 - Emphasize the Scout and their story
 - Allow consumers to share the Scout's pages with their network



TRAIL'S END APP

SCOUT REWARDS

- ✓ 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! **+0.5 pts!**



AMAZON
TARGET
WALMART
PREPAID
MASTERCARD
DICK'S SPORTING
GOODS
NINTENDO
GAMESTOP
BASS PRO SHOPS
CABELA'S
APPLE
LEGO
XBOX
PLAYSTATION

TRAIL'S END APP

SCOUT REWARDS

Trail's End®

2025 SCOUT REWARDS

NEW REWARD OPTIONS* - PICK ONE OR MULTIPLE!

AMAZON, TARGET, WALMART, PREPAID MASTERCARD®, DICK'S SPORTING GOODS, NINTENDO, REI, GAMESTOP, BASS PRO SHOPS, BEST BUY, CABELA'S, APPLE, LEGO, XBOX, AND PLAYSTATION



EARN MORE WITH HEROES AND HELPERS™

	Points* (per \$1 sold)
Heroes and Helpers	1.75 (credit & online) / 1.5 (cash)
App Credit & Online	1.25
App Cash	1
Each sale only accrues points in the applicable category above in which it will earn the most points	
Cash to Credit™ Earn an additional 0.25 point per \$1 converted. Points for Storefront cash converted are split among Scouts working the store that day.	

EARN MORE WITH ONE SCOUT & PARENT STOREFRONT SHIFTS

2025 Bonus Rewards*

Jun 30 8pm ET - Nov 30 6:59pm ET

Sell \$500 or more per hour per Scout

- Earn 1 bonus point per dollar sold

Sell \$300-\$499 per hour per Scout

- Earn 0.5 bonus point per dollar sold

Sell \$500 or more online

- Earn 250 bonus points

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

Levels	Points	eGift Card DELIVERED BY TRAIL'S END
18	17,500+	10% of points
17	15,000	\$1,250
16	12,000	\$1,000
15	10,000	\$750
14	7,500	\$550
13	6,000	\$450
12	5,000	\$350
11	4,000	\$250
10	3,500	\$200
9	3,000	\$150
8	2,500	\$100
7	2,000	\$70
6	1,750	\$60
5	1,500	\$50
4	1,250	\$40
3	1,000	\$30
2	750	\$20
1	500	\$10



EARN MORE! EASIER!
**Download the Trail's
End App today**

Trail's End Distributed Rewards earned in 2025 must be claimed by June 30, 2026.
*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. The merchants represented are not sponsors of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates and do not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks. 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). Virtual Prepaid Mastercard is issued by Pathward®, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. No cash access or recurring payments. Can only be used in the U.S. where Debit Mastercard is accepted online, for phone/mail orders or in stores that accept mobile wallet. Card valid for up to 6 months; unused funds will forfeit after the valid thru date. Terms and conditions apply.

Scout Pitch

- Hello my name is _____ !
- I am earning my way to summer camp, with a \$20 donation you can pick any bag on the table and help me earn my archery, canoeing, and first aid merit badge!



NEVER, NEVER, NEVER
ask customers to buy
popcorn. It's to support
You!

Even if the customer says
no, always say, "Thank
you" and "Have a good
day."

PRODUCTS and Pricing

- **REMEMBER – YOU ARE NOT SELLING POPCORN. ANYONE CAN GO INTO A GROCERY STORE AND BUY A BAG!**
- Change your mindset to “with a \$20 donation you will be helping me attend *insert adventure like Jamboree / specific summer camp!” and pick anything from the table!

NEVER, NEVER, NEVER
ask customers to buy popcorn. It's to support You!

Even if the customer says no, always say, “Thank you” and “Have a good day.”



\$20 on almost all items!

- One price – simplifies the fundraiser.
 - Inventory management
 - Mistakes with selling the wrong bag
- Trail's End tested this mix last year!
 - \$11 an hour increase
 - 8% more Yeses
 - Scouts understand its not about the product its about ME and my Unit.



NEVER, NEVER, NEVER

ask customers to buy popcorn. It's to support You!

Even if the customer says no, always say, "Thank you" and "Have a good day."

HEROES & HELPERS 2024 IMPACT



300,000+ BAGS

and cartons of Trail's End popcorn were delivered to Active Military, Veterans, Local Food Banks, Fire/Police/EMT, and Homeless Shelters



52,000+ SCOUTS

collected Heroes & Helpers Donations — helping fund their Scouting dreams



\$265,000+ REWARDS

earned by Scouts from Heroes & Helpers donations

- Any \$ donation should be turned into the heroes and helpers program!
- Scouts earn an additional 0.5 points per donation!
 - \$1 credit card donation = 1.75 pts!
 - \$1 cash donation = 1.5 pts!

Trail's End®

2025 PRODUCTS

OVER 70% STAYS LOCAL!*



**WHITE
CHEDDAR
POPCORN**
\$20



**SALTED
CARAMEL
CORN**
\$20



**BUTTER
POPCORN**
\$20



**SWEET & SALTY
KETTLE CORN**
\$20



**POPPING
CORN**
\$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 trails-end.com/pages/terms-and-conditions 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.

2025 Order Form

Trail's End®
Scout Fundraising

We have printed over 25,000 Take Order forms. Contact your district executive to arrange for more.

THANK YOU FOR YOUR SUPPORT!

70% of sales stays locally* and pays for summer camp, outdoor adventures, program expenses, and helps families who can't afford Scouting. Scouts who fundraise with Trail's End learn public speaking, goal setting, entrepreneurship, perseverance, and how to earn their way.



		NUMBER OF PACKAGES ORDERED										
		\$20	\$20	\$20	\$20	\$20	\$25	\$30	\$1	AMOUNT DUE	DELIVERED	PAID
1	NAME									1		
2	STREET ADDRESS / PHONE NUMBER / EMAIL									2		
3										3		
4										4		
5										5		
6										6		
7										7		
8										8		
9										9		
10										10		
11										11		
12										12		
13										13		
14										14		
15										15		
16										16		
17										17		
18										18		
19										19		
20										20		
(add lines 1-20 and enter here)		GRAND TOTAL								\$		

SCOUT

UNIT

MY GOAL

*Amount donated is calculated based on Trail's End Return to Scouts, see Terms & Conditions at trails-end.com/pages/terms-and-conditions 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

Commission

- 32% Base (Storefront & Wagon)
- 3% Bonus for registering by 5/31/25
- 30% Online

Return Policy

Last year our product return was 1 million dollars. This was a \$700,000 increase over the past years. Fortunately, Trails End stepped in and helped us out. Due to the excessive returns in the 2024 sale, it is necessary to implement a return policy.

- Full case quantities
- No returns on Chocolate Pretzels – over 80% of the chocolate pretzels returned were melted and unusable.
- 9/29 you can place a 50% inventory adjustment order
- 10/2 return your inventory adjustment product. Exchange product will not be accepted after this date.
- 10/22 you need to place your 10% return order
- 10/30 return your popcorn. Popcorn will not be accepted after this date.
- Popcorn in unsellable condition will not be accepted.
- Popcorn being returned to Bridgeton or Sauget need to be in the correct case shut with clear packaging tape. Cases folded shut, to taped with duct or masking tape are not acceptable.

Council Warehouses

Trail's End[®]
Scout Fundraising

Districts	Company	Address
Arrowhead		
Big Muddy, Egyptian	Liquitube	721 E Herrin St. Herrin, IL 62948
Black Gold	Mount Vernon Airport	100 Aviation Dr., Mount Vernon, IL
Boone Trails, Gravois Trails, , New Horizons, Osage North Star, Pathfinder, River Trails	Bridgeton Warehouse	303 Rock Industrial Dr., Bridgeton, MO
Cahokia Mounds, Illini, Kaskaskia, Keystone, Pisa Bird Soaring Eagle	Sauget Warehouse	4300 Church Rd., Centreville, IL
Cherokee	Greenway Equipment	801 Woods Lane, Sikeston, MO
Ozark Trailblazers	Mineral Area College	Industrial & Technology Center (ITC)
Redhawk	Bolins	1600 E. Routs 40, Casey, IL
Shawnee	Buchheit Logistics	600 Daugherty St., Scott City, MO

Council Bridgeton Warehouse

Trail's End®
Scout Fundraising

For orders 10 cases or less go to the door as indicated by the yellow arrow in the picture to the right. This door is to the left of the main entrance.

**303 Rock Industrial Park Drive
Bridgeton, MO.**



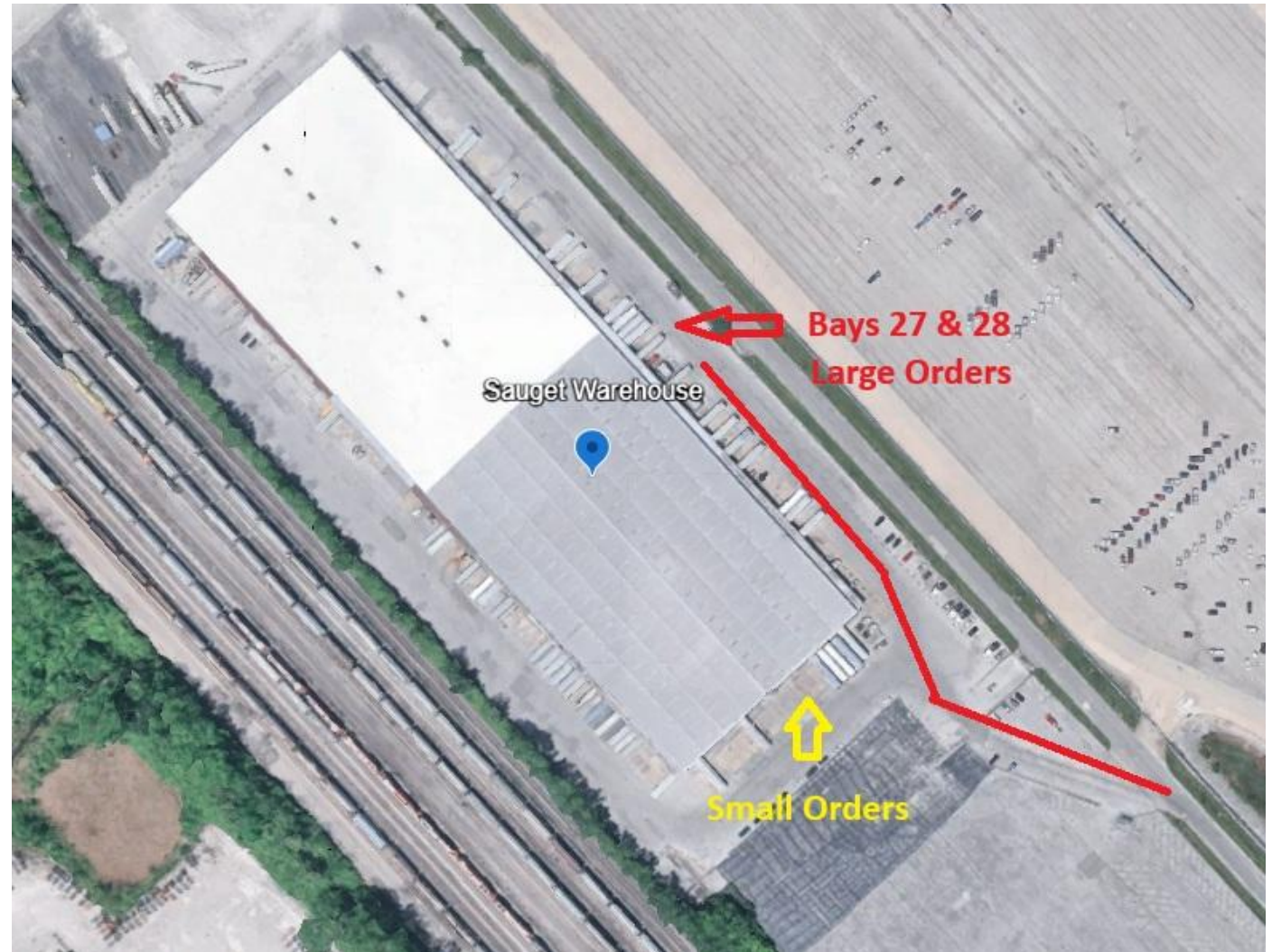
Council Sauget Warehouse

Trail's End®

Scout Fundraising

For orders 10 cases or less go to the front door as indicated by the yellow arrow in the picture to the right.

**4300 Church Rd.
Cahokia Heights, IL**



Council Key Dates

Trail's End[®]
Scout Fundraising

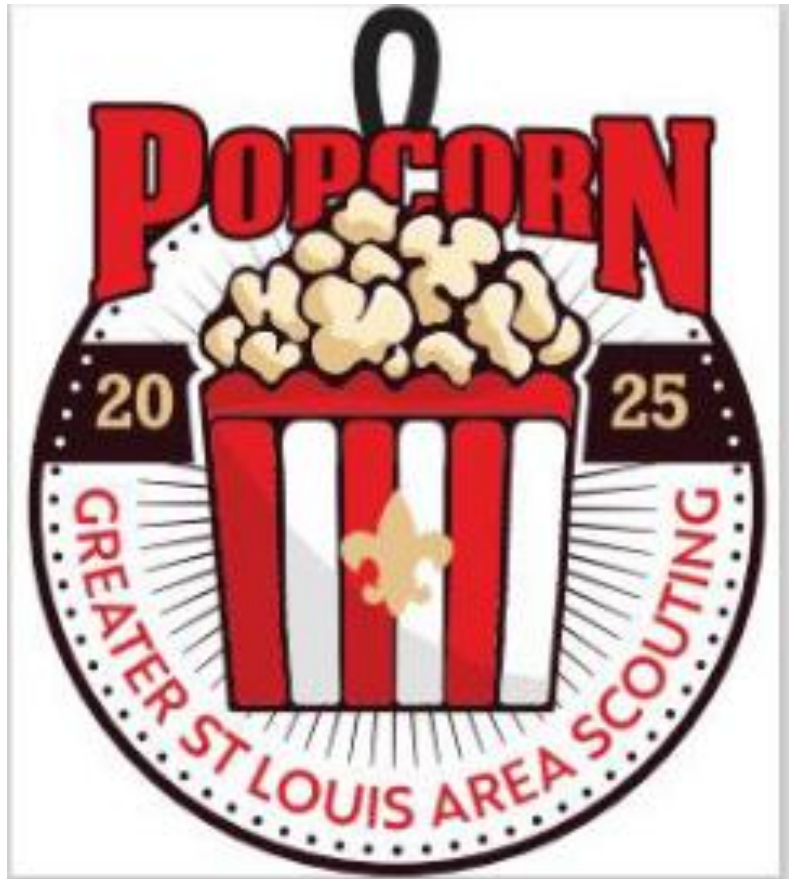
7/16-8/10	Place Initial Order
8/27-8/29	Order Pickup – check with District Executive for details
8/30	Storefront Sale Starts
8/30	Take Order Starts
9/29	Place 50% Inventory Adjustment Order
10/2	Return Inventory Adjustment order
10/19	Storefront Sale Ends
10/19	Take Order Sale Ends
10/22	Return Order (10% of product ordered) must be entered in the system by 11:59 pm
10/26	Final Take Order Due
10/30	Popcorn Return Day – Popcorn will not be accepted after this date
10/31-11/2	Incentive Orders Due
11/5-7	Take Order Pickup
12/12	Final Payment due to Avoid 5% Penalty

Council Incentives

Trail's End[®]

Scout Fundraising

Sell \$60 and earn a 2025 popcorn patch



Council Incentives

Trail's End[®]

Scout Fundraising

**Sell \$250 in Heros and Helpers and earn a custom shoulder patch.
Unit leader will receive the patch when 4 Scouts in the unit earn this patch**



Council Scout Incentives

Trail's End®

- **Sell \$1,000 Online and earn a \$50 National Scout Shop or \$50 Amazon Gift Card**
- **Sell \$1,000 and earn 2 Movie Ticket Vouchers to Marcus or AMC Theaters**

Council Incentives

Trail's End[®]

Scout Fundraising

- **Sell \$1,800 and earn vouchers toward a GSLAC Camps**

Cub Scouts

Free GSLAC Day Camp

Scouts BSA

\$100 off GSLAC Summer Camp

**** This incentive is exchangeable for a \$50 National Scout Shop, \$50 Amazon Gift Card or 1 Six Flags, St. Louis Silver Pass****

*****All Vouchers must be used in 2026 and are nontransferable to 2027*****

Council Incentives

Trail's End®

Scout Fundraising

Sell \$3,400 and earn vouchers toward a GSLAC Camps

Cub Scouts

Free GSLAC Day Camp & 3-Day Adventure or Arrow of Light Camp

Scouts BSA/Venturing/Exploring

Free week-long GSLAC Summer Camp or NYLT

**** This incentive is exchangeable for a \$150 National Scout Shop, \$150 Amazon Gift Card or 2 Six Flags, St. Louis Gold Passes****

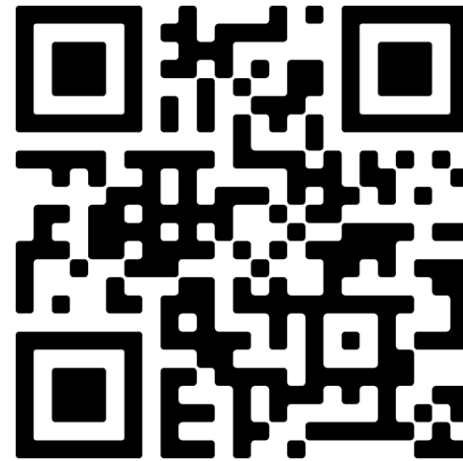
*****All Vouchers must be used in 2026 and are nontransferable to 2027*****

Support

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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

Your District Executive

Facebook Group
2025 GSLAC Popcorn Kernels

[Stlbsa.org/popcorn](https://stlbsa.org/popcorn)

Council Support

Trail's End[®]
Scout Fundraising

District	Name	Email Address
Arrowhead	Nina DeLude	nina.delude@scouting.org
Big Muddy	Logan Brown	logan.brown2@scouting.org
Black Gold	Rex Barbee	rex.barbee@scouting.org
Boone Trails	Adam Kupsky	adam.kupsky@scouting.org
Boone Trails	Amy Hansen	amy.hansen@scouting.org
Cahokia Mounds	Nick Schubert	Nicholas.Schubert@scouting.org
Cherokee	Greg Robinson	gregory.robinson@scouting.org
Egyptian	Logan Brown	logan.brown2@scouting.org
Exploring	Julie Monken	Julie.Monken@scouting.org
Gravios Trails	Ken Wolff	ken.wolff@scouting.org
Gravios Trails	Lori Rice	lori.rice@scouting.org
Kaskaskia	Jordan Rud	jordan.rud@scouting.org
Keystone	Josh Harvey	joshua.harvey@scouting.org
New Horizons	Nick Prainito	nicholas.prainito@scouting.org
North Star	Kauai Johnson	kauai.johnson@scouting.org
Oark Trailblazers	Deena Ward	deena.ward@scouting.org
Osage	Ken Etter	ken.etter@scouting.org
Pathfinder	Nina Saha	nina.saha@scouting.org
Pisa Bird	Nick Schubert	Nicholas.Schubert@scouting.org
Pisa Bird	Winter Powell	winter.powell@scouting.org
Popcorn Staff Leader	John Rouse	john.rouse@scouting.org
Support	Ashlee Blackwell	ashlee.blackwell@scouting.org
Redhawk	Noah Olson	noah.olson@scouting.org
River Trails	Ben Haefner	ben.haefner@scouting.org
Shawnee	Chance Ziegler	chance.ziegler@scouting.org
Sioux	Greg Robinson	gregory.robinson@scouting.org
Soaring Eagle	Alexis Brunner	alexis.brunner@scouting.org
Soaring Eagle	Richard Morse	richard.morse@scouting.org

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 image, decorated with five yellow four-petaled flowers. The text "Trail's End" is written in a white, bold, italicized serif font, followed by a registered trademark symbol (®). A thick red swoosh underline is positioned below the text.

Trail's End®

THANK YOU!

Comments and Questions?