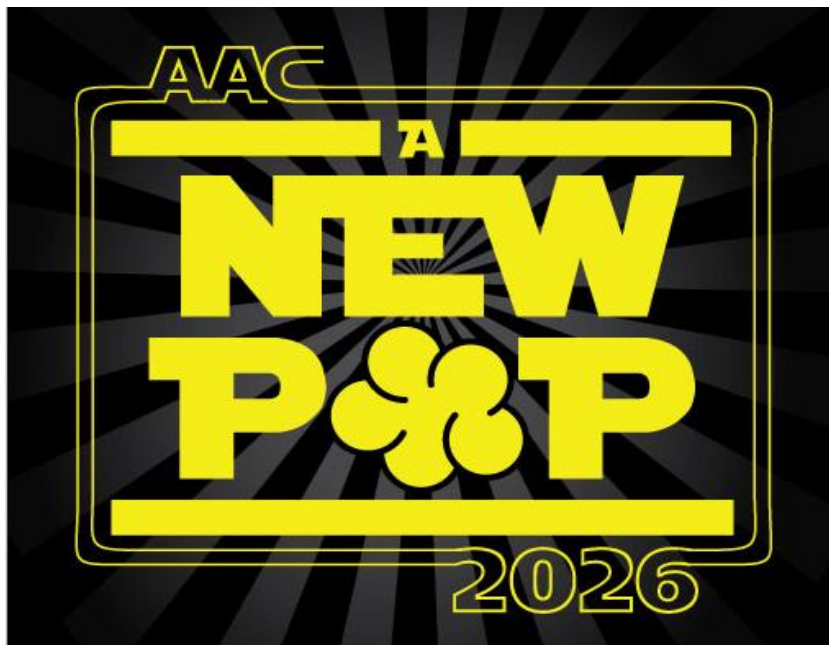


POPCORN
FUNDRAISER
2026



UNIT KERNEL
LEADER'S GUIDE

2026 Popcorn Unit Agreement

Atlanta Area Council Popcorn Fundraiser and Bonus Commission Structure

Our goal is to make the popcorn fundraiser successful and rewarding for every participating unit. By participating, each unit agrees to the following guidelines and understands how to qualify for bonus commissions, recognition, and timely payments.

Participation and Bonus Commissions

Units now can earn up to 5% bonus commission based on traditional sales (Storefronts/Take Orders/Wagon Sales)

BONUS	UNITS WITH UNDER \$20K IN SALES	UNITS WITH \$20K-\$49,999+ IN SALES	UNITS WITH \$50K IN SALES
2%	<i>Submit your unit activity calendar by August 10, 2026.</i>	<i>Submit your unit activity calendar by August 10, 2026.</i>	<i>Submit your unit activity calendar by August 10, 2026.</i>
1%	<i>Increase sales by 5%.</i>	<i>Increase sales by 5%.</i>	<i>Increase sales by 4%.</i>
1%	<i>Increase sales by 10%.</i>	<i>Increase sales by 7%.</i>	<i>Increase sales by 6%.</i>
1%	<i>Increase sales by 15%.</i>	<i>Increase sales by 10%.</i>	<i>Increase sales by 8%.</i>

Product Pickup and Account Settlement

- Pick up all orders on time:
 - ✓ **Order 1:** August 22, 2026
 - ✓ **Order 2:** September 26, 2026
 - ✓ **Final Pickup:** November 7, 2026
- Contact your District Kernel for pickup details.
- Pay the full council balance by **December 3, 2026**, by cash, credit card, or check.
- Add your bank account to Trail's End for prompt payment. Otherwise, payment will be delayed until March.

Scout Recognition and Sales Reporting

- The first 500 Scouts, to reach \$800 in sales, receive a Snuggie, while supplies last.
- Pick up \$800 Club prizes from the Program Center by December 3, 2026.
- Enter all Scout sales in Trail's End under Scout Tracking for sales credit and Top Seller awards.
- Submit Trail's End rewards after the unit account is settled.
- Scouts must participate each month to stay eligible for the next month's prizes!



Keeping Scouts Safe and Courteous

All popcorn activities will follow the Guide to Safe Scouting and Youth Protection guidelines. Please encourage Scouts and adults to follow these safety and courtesy practices:

✓ Never enter anyone's home.

✓ Always walk on sidewalks and driveways.

✓ Do not carry large amounts of cash.

✓ Never sell after dark unless accompanied by an adult.

✓ Do not talk to strangers alone.

✓ Say "thank you" whether or not someone purchases popcorn.

Storefront Conduct and Representation

Units are ambassadors of Scouting America and the Atlanta Area Council and should demonstrate the Scout Oath and Scout Law through their actions. Units agree to treat customers, store employees, fellow Scouts, and other units with respect and to maintain a clean, organized, and welcoming storefront.

- ✓ Follow the Scout Oath and Scout Law at all times.
- ✓ Wear an official Scout uniform or other approved Scouting attire.
- ✓ Be courteous and respectful to customers, store employees, and other units.
- ✓ Keep the storefront area clean and free of litter.
- ✓ Do not block store entrances, exits, or pedestrian walkways.
- ✓ Respect assigned storefront times and locations.
- ✓ Use appropriate language and behavior at all times.
- ✓ Adult leaders are responsible for supervising Scouts throughout the storefront shift.
- ✓ Units that fail to follow these expectations may lose storefront privileges at the discretion of the Atlanta Area Council.

Unit Acknowledgment

By signing below, our unit confirms that we have reviewed these guidelines and understand the steps needed to qualify for applicable bonus commissions, recognition, and timely payment.

Unit Type and Number

District

Unit Representative Name

Title/Role

Signature

Date



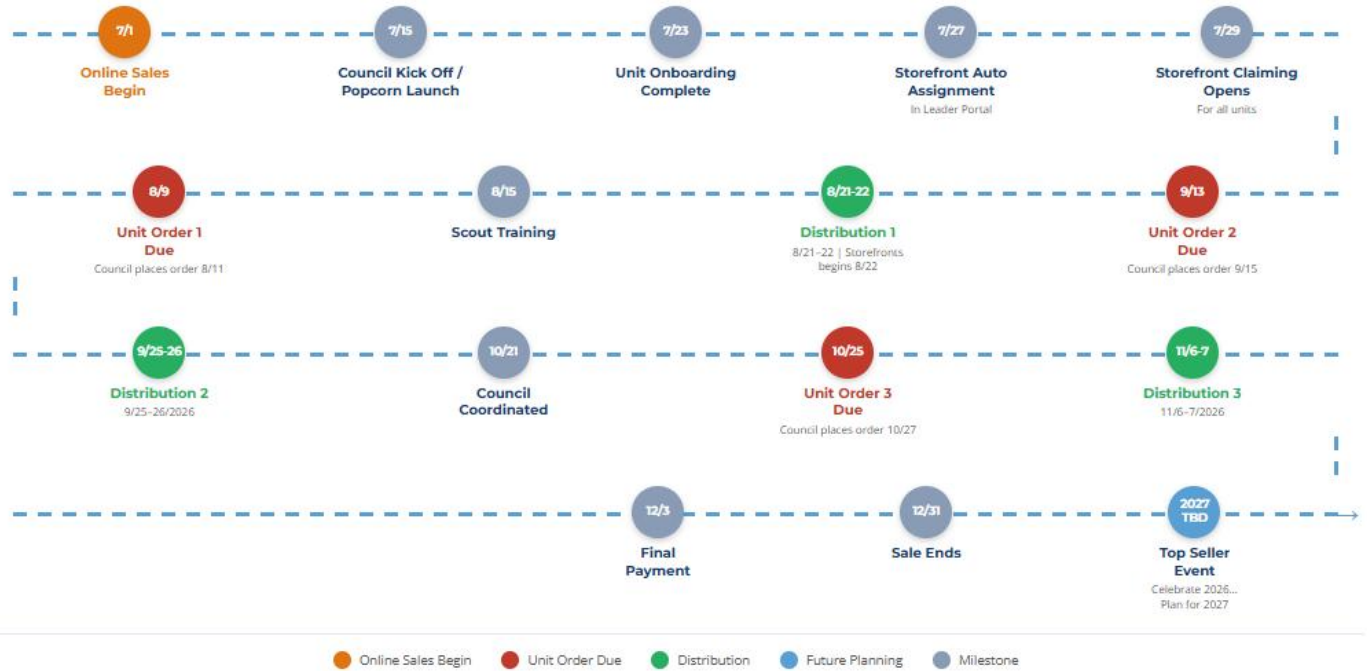
Key Dates

JUL 1	Online Sales Begin	SEP 13	Unit Order 2 Due
JUL 15	Council Coordinated Meeting & Popcorn Kickoff	SEP 25–26	Distribution 2
JUL 23	Unit Onboarding Completed	OCT 21	Council Coordinated Meeting
JUL 27	Storefront Auto-Assignments	OCT 25	Unit Order 3 Due
JUL 29	Storefront Claiming Opens for All Units	NOV 6–7	Distribution 3
AUG 9	Unit Order 1 Due	DEC 3	Final Payment Due
AUG 15	Scout Training	DEC 31	Popcorn Sale Ends
AUG 21–22	Distribution 1	FEB 27, 2027	Top Seller Celebration • 2027
AUG 22	Storefront Sales Begin		



SCOUT POPCORN

2026
TIMELINE



Onboarding

Home

Welcome back to your Trail's End Leader Portal 🏠

Start Onboarding 0/11

 **Unit Sales Goal**
Progress toward your 2026 target

[Edit Goal](#) [Adventure Plan](#)

\$0
No sales goal set

0%
No goal set

Annual Rankings

 **Next Up**
Upcoming events and deadlines

[Program Overview](#)

JUL 23, 2026

Unit Onboarding Deadline
Deadline to complete onboarding. This information is used to help prepare for an effective sale and is required for auto-assignment.

JUL 27, 2026

Storefront Auto Assignment
Units will be auto-assigned storefront hours to help jump start the planning process with less effort.

JUL 29, 2026

Storefront Claiming Opens
When manual storefront selection will open for all units in the council.

Storefront Hours

Units have budgeted hours based on last year's sale/goal. This is to prevent units from claiming more hours than they need to reach their goal. You must have completed your onboarding steps.

 **Storefronts**
Your auto-assigned hours and reservation budget

[View Storefronts](#)
➔

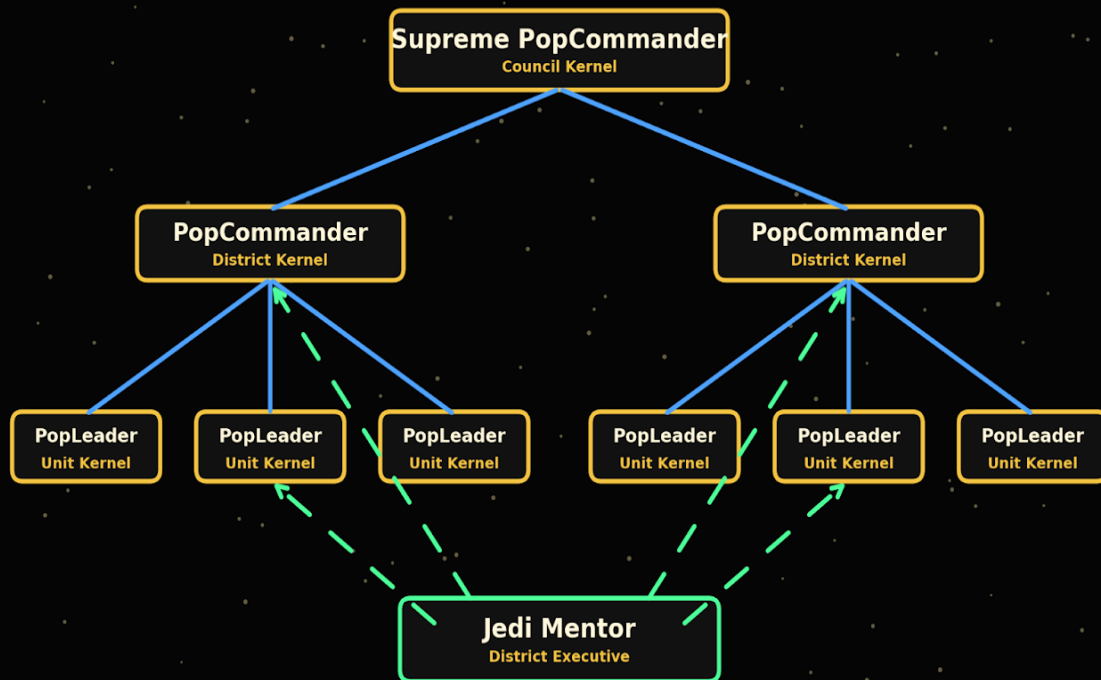
AUTO-ASSIGNED HOURS
25 hours
Auto-assignment on Jul 27, 2026

TOTAL BUDGET
—
Manual selection opens Jul 29, 2026

Values will be shown after Jul 24, 2026 at 11:59 PM



GALACTIC POPCORN COMMAND



Supreme PopCommander (Council Kernel)

Job Description
 Communicate with
 Units
 Support Units
 Help Lead Council
 Kick-Off
 Help with Council
 Product Sales Support
 Help with Council
 Training

PopCommander (District Kernel)

Job Description
 Communicate with
 Units
 Support Units
 Recruit Units to Sell
 Help Lead Unit Kick-
 Off
 Help with
 Distributions
 Help with Training

PopLeader (Unit Kernels)

Job Description
 Lead Unit Kick-Off
 Register for Popcorn
 Register for
 Storefronts
 Organize Sales
 Support Families



2026 District Popcorn Kernel List

2026 District Popcorn Kernel			
District	Kernel	Email	Phone
Appalachian Trail	Katie Lewis	kat_hebner@yahoo.com	269-757-4462
Button Gwinnett	Geoffrey Sperback	gsperback91@gmail.com	678-689-4676
Foothills	Vera Melnichenko	veramarkdsd@gmail.com	404-966-8787
Hightower Trail	Brian Medford	brian.s.medford@gmail.com	404-934-0695
Indian Springs	Jamie Pace	jamie@pace-s.com	404-580-4197
Indian Springs	Rebekah Teal	rebekah.teal3@gmail.com	770-380-7560
Northern Ridge	Lynda Sharp	sharpfamilyga@gmail.com	434-989-7695
Phoenix	Bernardo del Hoyo	bernardo.delhoyo@gmail.com	470-827-5539
Pickett's Mill	Sasha Ramirez	sramzee22@gmail.com	917 515-8979
Silver Comet	Sharon Hudson	sehudson2006@yahoo.com	601-415-4471
Soapstone Ridge	Leesa Brown	leesa.d.brown@gmail.com	407-467-4777
Southern Crescent	Jane Bailey	caroljane19@hotmail.com	678-457-4093
Southwest Atlanta	Tunya Green	tunyagreen@gmail.com	404-933-9137
Yellow River	Jasime Echols	jasminepechols@yahoo.com	678- 879-7418



2026 AAC Contact List



Charity Drabik
Charity.Drabik@scouting.org
Cell – 404-626-8029
Staff Advisor



Mary Chesser
Mary.Chesser@scouting.org
Office: 770-956-5696
Admin Support



Amy Daniels
Amydaniels2024@outlook.com
Council Popcorn Kernel

Contacting Support

Atlanta Area Council Popcorn Website

<https://www.scoutingatl.org/popcorn>



Join Atlanta Area Council Facebook group

Atlanta Area Popcorn



Trail's End Support

Visit our FAQ page for answers to commonly asked questions & to open a ticket.



2026 Popcorn Sale Commission Structure

30% - Base commission

Sell popcorn. Receive 30% commission on all Traditional Sales (Storefronts/Take Orders (Wagon Sales) and Online Sales.

Example: \$10,000 (Traditional)

\$10,000 x 30% = \$3,000 (kept by unit at time of Sale)

(Note: Commissions earned will be applied to your unit's popcorn invoice first. Once the invoice is paid in full, the unit will receive the commission as a payout.)

Earn Up to 5% in Bonus Commission based on traditional sales (Storefronts/Take Orders (Wagon Sales))

BONUS	UNITS WITH UNDER \$20K IN SALES	UNITS WITH \$20K-\$49,999+ IN SALES	UNITS WITH \$50K IN SALES
2%	Submit your unit activity calendar by August 10, 2026.	Submit your unit activity calendar by August 10, 2026.	Submit your unit activity calendar by August 10, 2026.
1%	Increase sales by 5%.	Increase sales by 5%.	Increase sales by 4%.
1%	Increase sales by 10%.	Increase sales by 7%.	Increase sales by 6%.
1%	Increase sales by 15%.	Increase sales by 10%.	Increase sales by 8%.

Example Unit	2025 Sales	1st Bonus Milestone	2nd Bonus Milestone	3rd Bonus Milestone
Troop 1 (Under \$20K)	\$5,000	Increase to \$5,250 (5%) – Earn 1%	Increase to \$5,500 (10%) – Earn 1%	Increase to \$5,750 (15%) – Earn 1%
Troop 2 (\$20K-\$49,999)	\$22,000	Increase to \$23,100 (5%) – Earn 1%	Increase to \$23,540 (7%) – Earn 1%	Increase to \$24,200 (10%) – Earn 1%
Troop 3 (\$50K+)	\$52,000	Increase to \$54,080 (4%) – Earn 1%	Increase to \$55,120 (6%) – Earn 1%	Increase to \$56,160 (8%) – Earn 1%

SUBMIT YOUR UNIT ACTIVITY CALENDAR

Email your calendar by August 10, 2026, to:

- ✓ Mary Chesser: mary.chesser@scouting.org
- ✓ Charity Drabik: charity.drabik@scouting.org

Bonus commission opportunities are based on your unit's previous sales.

- Note: If a unit does not add their bank account to the Trail's End system, their payout will be delayed until early March, when Trail's End releases funds to the Atlanta Area Council for distribution.
- **Do not put your personal bank account in the TE's system.**



Popcorn Pickup Vehicle Size Estimates



Every Unit that orders popcorn will need to pick up that product from a local warehouse. Your District Kernel will send out detailed information including the address of the warehouse and a pick-up date/time link so units can schedule their pick up.

Pick up for **Order 1** will be on: August 22, 2026

Pick up for **Order 2** will be on: September 26, 2026

Pick up for **Order 3** will be on: November 7, 2026

Bring enough vehicles or trailer to take the entire order.

(Multiple trips are not allowed).

- **Mid-size car** (backseat, trunk, etc.): - About 15 cases
- **Small SUV** (ex: Jeep Cherokee, Honda Pilot) – About 30 cases
- **Mini-van** (folded down/removed seats, rear cargo, etc.): - About 50 cases
- **Large SUV** (ex: Suburban, Explorer): - About 60 cases
- **Pick-up Truck (reg. size):** - About 75 cases
- **Small Trailer (5' X 8')** - About 150-200 cases
(including space in the tow vehicle)



ATLANTA AREA COUNCIL
Scouting America™



July 1, 2026

To Whom It May Concern:

This letter is to verify that the bearer of this letter is a Popcorn Kernel for the Atlanta Area Council Popcorn Fall 2026 sale. The bearer of this letter is a volunteer in good standing with the Atlanta Area Council. He/She has permission from the Atlanta Area Council to sell popcorn for Fall 2026, as well as permission to lead the popcorn sale efforts for their unit.

If you have any further questions, please contact Charity Drabik or Mary Chesser at the numbers listed below.

Thank you,



Field Director, Service Area 3
Atlanta Area Council, Scouting America
B 770-956-3180 | C 404-626-8029
www.Scoutingatl.org



Mary Chesser
Product Sales Admin Support
Atlanta Area Council, Scouting America
B 770.956.5696
ScoutingATL.org



2026 Product Lineup



WHITE CHEDDAR POPCORN

\$20



SALTED CARAMEL CORN

\$20



SWEET & SALTY KETTLE CORN

\$20



SEA SALT POPCORN

\$20



MICROWAVE BUTTER POPCORN

\$25

Microwave Popcorn



18 months

Store in cool, dry place away from heat sources

Caramel & Cheese



7-9 months

Ready-to-eat gourmet products; avoid humidity



*Sea Salt / Kettle Corn

7-9 months

Trail's Ends recommends all items are stored at ambient temperatures which ranges from 60F to 75F.

Do not store popcorn in hot vehicles, garages or sheds.

Very Impressive Popcorn Seller Levels

JOIN THE NEW POP TOP SELLERS!

SELL \$1,200+ AND EARN EXCLUSIVE TOP SELLER REWARDS!



POPMAN

\$1,200
SOLD

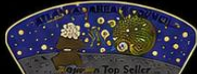
POPMAN



VIP Certificate



Top Seller Hat



Council Strip



POP KNIGHT

\$3,000
SOLD

POP KNIGHT



\$25
Amazon Gift Card

PLUS:
AT \$3,000+
YOU EARN AN
INVITE TO THE
**TOP SELLER
CELEBRATION!**



POP CAPTAIN

\$4,500
SOLD

POP CAPTAIN



\$25
Amazon Gift Card



GRAND POP MASTER

\$7,500
SOLD

GRAND POP MASTER



\$50
Amazon Gift Card



A NEW POP

AAAC 2026

SELL **\$100** IN POPCORN AND
EARN A **PARTICIPATION PATCH!**



POP TROOPER

\$800
SOLD

**BECOME A
POP TROOPER!**

— SELL \$800 —

The first 500 Scouts to sell
\$800+ in popcorn sales and
pick up their prize will receive a
HOODED SNUGLIE!



**TOP SELLER
CELEBRATION!**



GAMES



FOOD



FUN

DAVE & BUSTER'S
FEBRUARY 27, 2027
TIME: AM - TBD

★ SELL MORE. EARN MORE. LEVEL UP! ★

NEW DATE!



Trails End Scout Rewards

Trail's End REWARDS®

EARN 4X WITH CREDIT

4 POINTS PER \$1 CREDIT & ONLINE SALES

1 POINT PER \$1 CASH SALES

+3 BONUS POINTS PER \$1 FOR CASH TO CREDIT™

PLUS

1 bonus point per \$1 for Heroes And Helpers®
Earn ADDITIONAL bonus points for achieving sales levels below

NEW

Earn points on sales between levels!
With 100% credit sales, Scouts claim when ready!
Each point = \$0.01 in gift cards; minimum of \$600 in sales is required for Rewards claiming to begin.

CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

Pick one or more:
Amazon® eGift Card, Prepaid Mastercard®, and others!



WHY IS CREDIT IMPORTANT

72% of U.S. retail is credit — yet Scouts are only 51% credit from consumers. That's a missed opportunity, because **consumers spend 14% more with credit — helping Scouts hit goals 14% faster.**

Plus, **not handling cash is safer** for Scouts, Parents, and Leaders, and **credit means Scouts, Packs/Troops, and Councils get paid faster.**



DOWNLOAD THE TRAIL'S END APP® TO START EARNING

Here's what Scouts earn with all credit sales:

SALES LEVEL	BASE POINTS (4 POINTS PER \$1)		LEVEL BONUS POINTS		TOTAL POINTS	\$ REWARDS	WHAT YOU COULD GET
\$25,000*	100,000	+	235,000	=	335,000	\$3,350	Family Vacation
\$15,000	60,000	+	140,000	=	200,000	\$2,000	High Adventure
\$10,000	40,000	+	70,000	=	110,000	\$1,100	Canoe
\$7,500	30,000	+	50,000	=	80,000	\$800	3D Printer
\$5,000	20,000	+	30,000	=	50,000	\$500	Gaming Console
\$4,000	16,000	+	21,500	=	37,500	\$375	Day Camp
\$3,000	12,000	+	13,000	=	25,000	\$250	Hiking Backpack
\$2,000	8,000	+	3,000	=	11,000	\$110	Drone
\$1,500	6,000	+	1,500	=	7,500	\$75	Camping Tent
\$1,000	4,000	+	500	=	4,500	\$45	Video Game
\$600	2,400	+	100	=	2,500	\$25	Water Bottle
*Earn additional 45,000 bonus points for every \$5,000 sold above \$25,000 Level bonuses are not cumulative. Only the highest level reached will be awarded.							

Trail's End Rewards earned in 2026 must be claimed by March 31, 2027. 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. Please visit each company's website for additional terms and conditions. All rewards and promotions are subject to [Terms and Conditions](https://portal.trails-end.com/legal/terms) at <https://portal.trails-end.com/legal/terms>.



Trails End New Unit Promotion!



2026 NEW UNIT PRODUCT PROMOTION

NO RISK! NO UPFRONT COST!

\$480 OF FREE POPCORN FOR NEW UNITS STOREFRONTS RESERVED FOR YOU

Who qualifies:

Units that did not sell in any popcorn fundraiser traditionally (Storefront or wagon) in 2025

What do new Units get:

100% commission on one case of White Cheddar and one case of Sea Salt (\$480 retail)

What's required:

(1) Minimum two 2-hour storefront shifts (4 hours total), (2) two cases must be sold by 10/31, and (3) record all sales in the Trail's End App

When will credits be issued:

No later than 11/13/2026



"We got our free popcorn and I couldn't believe how quickly we sold it. We ended up **making \$27,593 in our first year.....our best fundraiser ever!**"

Madhavi Koritala, Troop 2605
Unit earned \$27,593 (\$70,832 sales)
Scouts earned avg \$788 (\$2,023 sales)



**VIEW
PROMOTIONAL
DETAILS**



**DON'T MISS OUT!
REGISTER TODAY!**

Questions? Contact us at support.trails-end.com



No Risk Opportunities!

EXCLUSIVE OFFER FOR UNITS THAT DID NOT SELL POPCORN IN 2025

WELCOME BACK TO POPCORN!



**NO RISK.
ALL POTENTIAL.
ALL YOU.**

We have an **EXCLUSIVE OFFER** to welcome you back to popcorn!

We're excited to welcome your unit back to the Atlanta Area Council Popcorn Sale! Eligible units can participate in our **NO-RISK POPCORN OFFER**, making it easy to try the sale without the financial risk of unsold product.

★ ELIGIBILITY CONDITIONS ★



Must use the Trail's End App to log sales



Units will be responsible for any damaged product



Product must be returned by the return date



Upon return of popcorn, a post adjustment entry will be made in your Trail's End account



Product must be returned in sellable condition



Unit will not be allowed to check out popcorn more than twice



TAKE THE FIRST STEP TOWARD SUCCESS!

This no-risk opportunity is our way of saying we're excited to have you back. Let's make this your best popcorn season yet!



**Scouting
America**

Atlanta Area Council



READY TO GET STARTED?

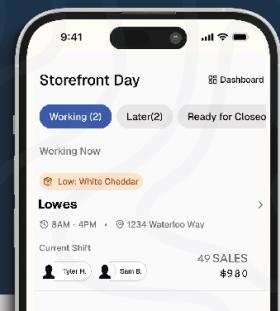
Contact your District Popcorn Kernel or Mary Chesser
✉ mary.chesser@scouting.org

**NO RISK. ★ GREAT PRODUCTS. ★ BIG IMPACT.
LET'S POPCORN!**





2026 Leader Guide



New to Trail's End?

Register here: login.trails-end.com/unit-registration

START

Log into the Leader Portal

- Complete **"Plan Your Fall Fundraiser"** so Trail's End can secure Storefront hours for your Unit

Set Goals

- Build your Unit's Adventure Plan inside Portal
- Share your Unit calendar and budget with parents
- Scouts download the App and set their goals

Manage Storefronts

- View "Reserve Storefronts" for available hours.
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" to achieve goals faster

Throughout the Sale

- Have Scouts use the Trail's End App
- Order and track inventory in the Portal
- Motivate your Scouts with [Trail's End Rewards](#)

When the Sale Ends

- Submit Scout Rewards
- Request your Unit Payout
- Celebrate and enjoy your Scouting year!

FINISH



HEROES AND HELPERS®

Units earn commission, Scouts earn bonus Rewards, and Trail's End delivers heartwarming snacks to military personnel and their families, first responders and local food banks.

TRAIL'S END® STOREFRONTS: UNITS & SCOUTS SELL 7X MORE

Trail's End secures **convenient hours and locations** for your Unit and Scouts on dates you can sell.



Last year, thousands of Scouts sold **\$300+/hour** over **27,000+** Storefront hours.

TRAIL'S END APP®

Scouts:

Sign-up for Storefronts and get trained
Personalize and share their online pages
Claim Trail's End Rewards throughout the sale

Parents:

Quickly convert any cash at the end of every shift

» <https://qrco.de/trails-end>



GO CASHLESS Trail's End pays all credit card fees.

Tap-to-Pay is integrated directly into the App, making transactions **faster, easier, and safer** for everyone

... AND Scouts earn more Rewards with credit!



Join Our Leader Community
fb.com/groups/TEPopcornCommunity

Support and FAQs
support.trails-end.com

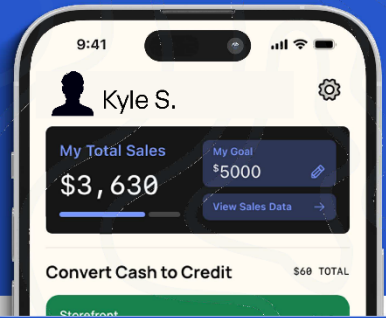


Meet Fin - Trail's End's new Chatbot
Get live answers in the Portal!



Trail's End®

2026 Parent Guide



New to Trail's End?

Download our Scout App here: <https://qrco.de/trails-end>

START

Log into the Trail's End App®

- Sign up for Storefronts shifts
- Personalize and share your online page
- Build your skills with training

Set Your Goal

- Enter your sales goal in the Trail's End App.
- Recommended: \$2,000 for Cub Scouts and \$3,000 for Scouts BSA

Practice Your Pitch

We suggest: Hi, my name is ____! I'm raising money for Scouting and _____. Can I count on your support?

- Stand, ask everyone, make eye contact, smile, and always say thank you!

Throughout the Sale

- Record every transaction in the App
- Track your progress towards your goal
- Set hourly goals - I'm going to sell \$500 this hour!

Track Progress Towards Your Goal

- That's it - you're done.
- Celebrate and enjoy your Scouting year!

FINISH



HEROES AND HELPERS®

Scouts earn bonus Rewards and Trail's End delivers heartwarming snacks to military personnel and their families, first responders and local food banks.



GO CASHLESS!

Ask consumers to pay with credit! Tap-to-pay transactions make it faster, easier, and safer for everyone.

... AND Scouts earn **4x more Rewards** with credit!

TRAIL'S END® REWARDS

Scouts earn eGift Cards (Amazon®, Prepaid Mastercard®, and 12 more) and choose the prizes they want! With 100% credit sales, Scouts claim when ready! [View 2026 Rewards](#)

TRAIL'S END® STOREFRONTS: FUND YOUR YEAR IN A WEEKEND

Trail's End secures **convenient hours and locations** on dates you can sell.



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Support and FAQs
support.trails-end.com



Join Our Parent Community
fb.com/groups/TEScoutParents



Meet **Fin** - Trail's End's new Chatbot
Get live answers in the App!

1 1 #DALL5 2026



