



Atlanta Area Council Fundraising Options for YOU!

Trail's End®



2026 Trail's End Program

Trail's End®

Earn more money in less time



THE ONLY FUNDRAISER YOU'LL NEED

Over 70% stays with your Unit and Council!

Over \$4 Billion raised for Scouting since 1980

Earn more money in less time



"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!**"

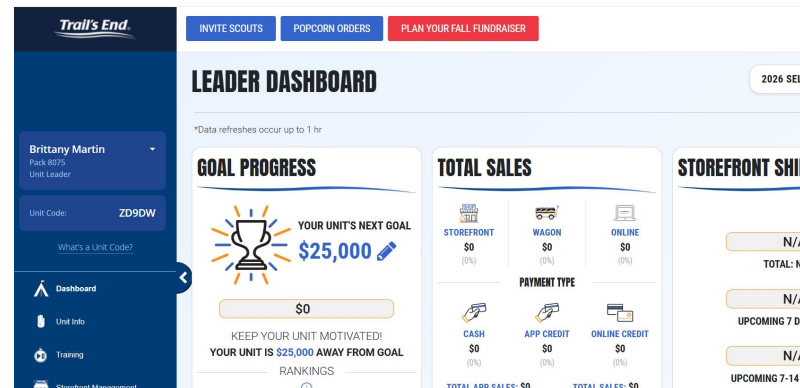
Madhavi Koritala, Troop 2605
Unit earned \$27,593 (\$70,832 sales)
Scouts earned avg \$788 (\$2,023 sales)

2026 Trail's End Program



WE MAKE YOUR LIFE EASIER TE LEADER PORTAL

- ✓ One Place to Manage Sale
- ✓ Order Popcorn
- ✓ Real Time Reporting & Inventory
- ✓ Manage Scout Roster
- ✓ Storefront Management

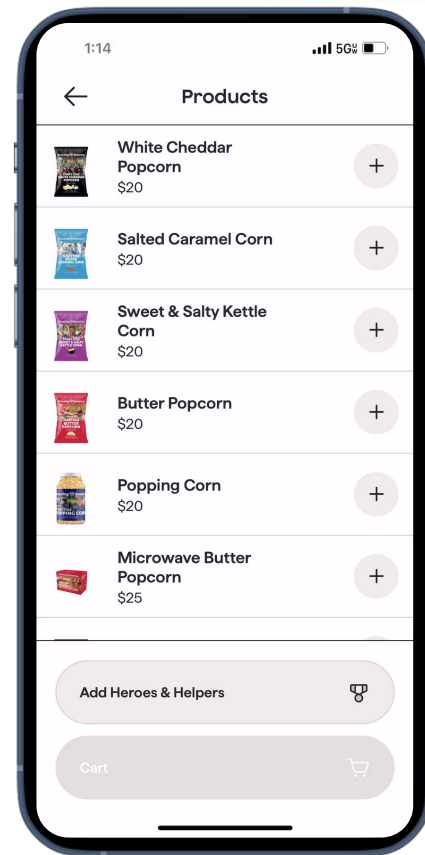


2026 Trail's End Program

Trail's End®

WE MAKE YOUR LIFE EASIER TE SCOUT APP

- ✓ Tap to Pay
- ✓ Credit, Apple Pay, Google Pay
- ✓ No Credit Card Fees
- ✓ Cash Sales
- ✓ Online Sales, Share Scouts Page
- ✓ The Only Tool Scouts Need!

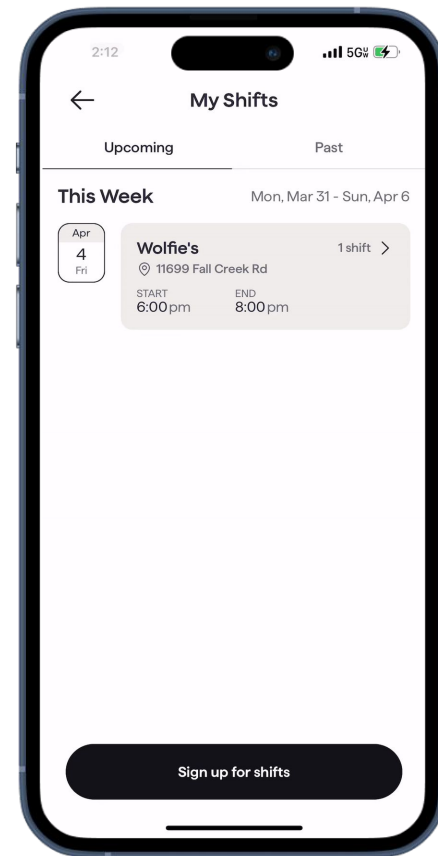


2026 Trail's End Program

Trail's End®

WE MAKE YOUR LIFE EASIER TE STOREFRONTS

- ✓ We Book Stores For You!
- ✓ High Foot Traffic Locations
- ✓ \$200+ Per Hour Potential
- ✓ 25 Hours assigned to your Unit
- ✓ View Calendar, Claim With a 'Click'



2026 Trail's End Program

Trail's End®

WE MAKE YOUR LIFE EASIER TE STOREFRONTS

Build a Scout's:

- ✓ Confidence
- ✓ Communication Skills
- ✓ Perseverance
- ✓ Work Ethic and Goal Setting Skills
- ✓ Gratitude

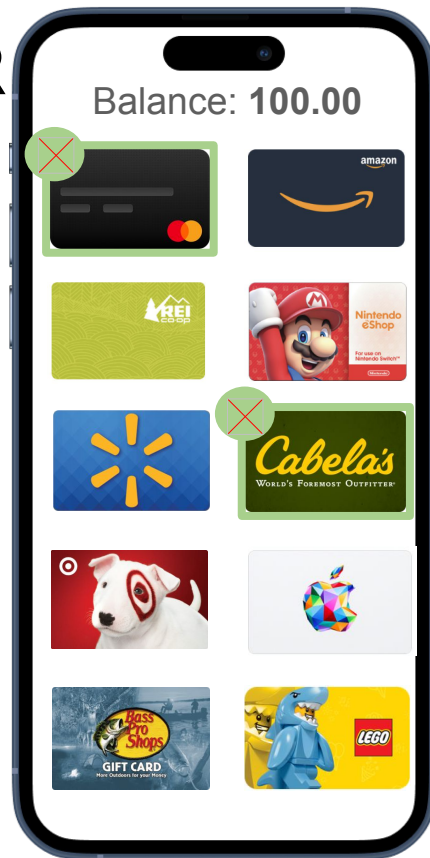


2026 Trail's End Program

Trail's End®

WE MAKE YOUR LIFE EASIER TE REWARDS

- ✓ Scouts Claim e-Gift Card from App
- ✓ Can Be Split Across Retailers
- ✓ Uncapped Levels to Incentivize
- ✓ 15 Top Retailers



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

2026 Trail's End Program

Trail's End®

Fall Pack 62 Outing



Explore CHATTANOOGA With us

Ruby Falls
Journey deep inside historic Lookout Mountain to see the tallest underground cave waterfall open to the public in the United States!

Rock City
View massive ancient rock formations, gardens with over 400 native plant species, and breathtaking "See Seven States" panoramic views! Lunch included.

Incline Railway
Experience "The World's Most Amazing Mile!" Ride one of the steepest funiculars for the best view of fall's kaleidoscope of colors. Be a part of 125 years of memories at this beloved attraction!

SAT. 11/2/24
\$70.00 per child
\$100.00 per adult
Signup deadline: 9/2
Payment deadline: 10/1

HIKING WALKING TOUR OF OUR SOLAR SYSTEM



This scale model of the solar system features planet monuments along a 1.8-mile walk that takes you from the downtown square to the shores of Lake Lanier. Easy-to-walk concrete path that winds through several of Gainesville's parks.

SAT JUNE 22

**10AM @ GAINESVILLE SQUARE
112 BRADFORD ST.
GAINESVILLE, GA 3**

MOVIE NIGHT UNDER THE STARS

KUNG FU PANDA 4

AUG 24
6:30 PM

FREE
PACK 62 SUMMER EVENT
Rain Gutter Regatta | Concessions
cubscoutcumming@gmail.com

LOCATION: CFUMC 970 CANTON HWY *BYOC

Pack 62 - November Pack Meeting

SERVICE BEFORE SELF

20 November 2024

At 6:30PM-8:00PM

CFUMC - Downstairs Rooms 17-19

Join us as we collect donations for homeless students in Forsyth County. We will also be making thank you posters for our storefront partners. Pizza dinner will be provided! After dinner, we will share popcorn recognition and do our SUPER raffle prizes!

Pack 62 Spring Outing

USS YORKTOWN
FEBRUARY 14-16, 2025
Choose Your Crew's Adventure

\$42 - \$70 per person
\$172 per person
\$23 - \$37 per Ft. Sumter Tour

Land Lover Adventure:
• accommodations not included
• Patriot's Point Museums Admission
• Guided tour if possible
• Javenger Hunt
• Motion Simulator
• Shirt, Patch & Group Photo
• Saturday Lunch

Live Like a Sailor Adventure(7+):
• Sleep on the ship
• Guided Tour of Patriot's Point Museums
• Scavenger Hunt
• Motion Simulator
• T-Shirt, Patch & Group Photo
• *Saturday Meals

Additional Information:
• 5pm arrival time Friday, 2/14
• Strict separation of sleeping quarters for overnight male and female sailors
• Ferry to Ft. Sumter available(self book)
• *Cost for Saturday meals not yet included

LOCK IN YOUR REGISTRATION BY 11/20/24
FINAL PAYMENTS DUE BY 2/1/25
-See Courtney Wade for land lover hotel accommodations-
www.patriotspoint.org

2026 Trail's End Program

How Units Spend Their Money

- Field Trips
- Special Trips for top sellers in a unit
- Awesome Blue & Gold w/entertainment
- Fund extra outings and adventures
- Pay to send leaders to BALOO & Wood Badge
- Provide financial assistance to families in need by covering the cost of uniforms
- Help AOs pay for this first year at troop summer camp
- Unit camping equipment
- Unit trailer
- Pay for adult leader fees

How Scouts Spend Their Money

- Membership fees
- Unit dues
- Summer Camp
- Camping gear and supplies
- High Adventure - Philmont, Sea Base, Northern Tier
- National Jamboree

2026 Trail's End Program

Trail's End®

Two Brothers. One Journey. Powered by Popcorn 🍿

Gianluca & Stefano Seta

Selling Since: 2018

Total Popcorn Sold (2018–2025): \$151,521.02

Per Brother: \$75,760.51

Together, these brothers turned popcorn sales into unforgettable adventures. Their hard work and dedication funded once-in-a-lifetime experiences, including:



Africa



Philmont



Sea Base



Northern Tier



The Summit



Multiple Summer Camps



And countless other adventures

All powered by popcorn.

A true example of teamwork, perseverance, and what's possible when Scouts commit to the journey.



Property Projects Powered by Popcorn

Trail's End
Scout Fundraising

Each year the council portion of the proceeds from popcorn sales help support our camp properties and the Volunteer Service Center. Here are some of the camp projects that were *powered by popcorn* in 2025. While they may not cover all costs, they significantly contribute to completing key projects.

Bert Adams Scout Camp - Repairs - \$127,500

- Repairs to Gorman Shower houses and AC tents
- Repairs to Emerson Cabin damaged during hurricane Helene
- Completed repairs and painted Gladney Cabin
- New canvas tents



Woodruff Scout Camp - Equipment, Repairs, Pavilions - \$125,000

- Purchased a new tractor - Approx. \$55,000
- Added some pavilions in Life Skills program area
- New dishwasher for dining hall
- New canvas tents
- New sign replacement
- Painted 2 shower houses inside and out.
- Renovation to the Nunn Center to add laundry facilities



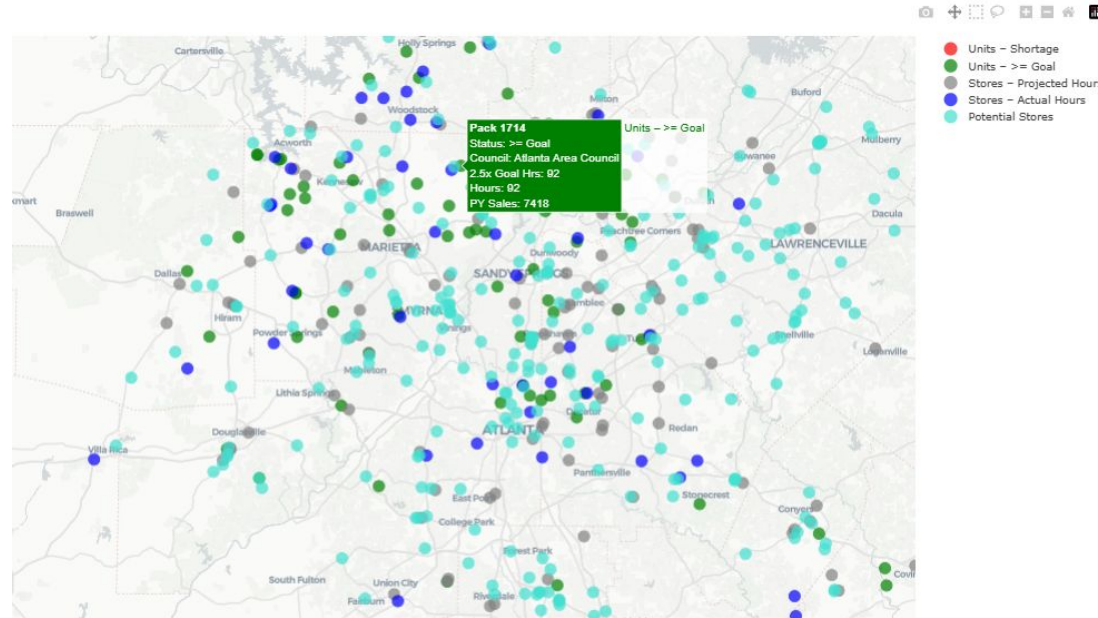
Allatoona Aquatics Base - Repairs & Maintenance - \$5,000

- Painting bathhouses and new pavilions
- Road Repairs



Unit Coverage Mapping

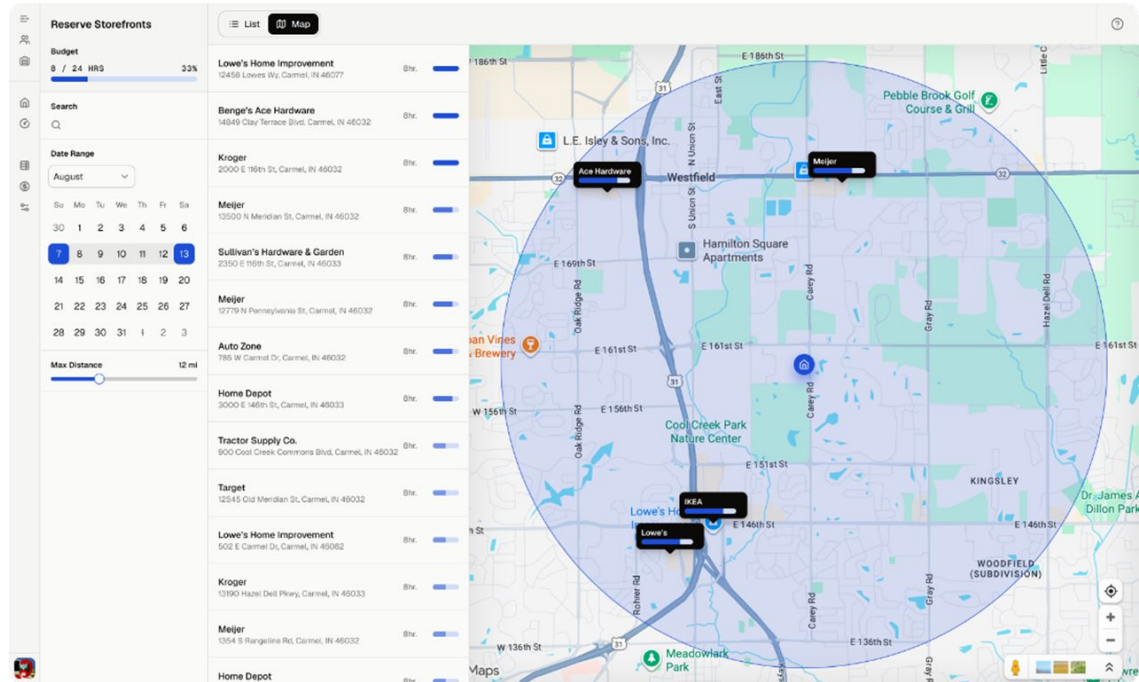
- Assurance we have store hour coverage for all Units
- Identify potential stores to call where coverage is not met
- 2.5X hrs available per Unit within 10mi radius against PY retail sales
 - \$10K PY sales – 50 hrs need @\$200/hr
 - 125 hr available for Unit goal



Unit Coverage Mapping

Storefront reservation screen

- Better filtering and search
- Map-based browsing
- Predicted performance indicators used to rank reservations on a Unit level



2026 Trail's End Program

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Who qualifies:

Units that did not sell 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 storefronts 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

NO RISK!
NO UPFRONT COST!

- \$480 of free popcorn for New Units
- Storefronts™ reserved for you



**12
BAGS**



**12
BAGS**

What will you get for Signing up?

Trail's End®

- Two free cases - \$480 value
- A place to sell – preloaded to achieve your goal
- A way to sell- TE App – no credit card fees
- Rewards for your Scouts – giftcard program (no cost to Unit!)
- Support! Mary / Tara / TE / email / chatbot
- Product availability – you can pick up additional items during the sale!





REGISTER TODAY AND JOIN THE COMMUNITY

And get \$480 of free popcorn on your first order!

2026 Trail's End Program

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Atlanta Area Council Contact



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Staff Advisor



Amy Daniels

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Council Popcorn Kernel



Mary Chesser

Mary.Chesser@scouting.org

Office: 770-956-5696

Admin Support



Atlanta Area Popcorn

Come in, share ideas, brainstorm, and get feedback on all that is popcorn!

 facebookapp





Thank You

Trail's End®