



Trail's End® Popcorn

Popcorn Leader Training

Everything you need to run a successful popcorn sale for your unit

Getting Started

What's New

Placing Orders

Demo

Product Info

AAC Sale
Info

Tips for Success



ATLANTA AREA COUNCIL
Scouting America



Why Popcorn?

*Scouting's most
successful fundraiser*

The Trail's End Advantage



Scouts Earn More

Units earn commission on every sale — funds go directly to supporting your unit's programs, camps, and activities.



Digital Tools Built In

Trail's End App lets Scouts accept credit cards, process tap-to-pay, track sales in real time — Trail's End pays all processing fees.



Sell Year-Round Online

Online Direct sales let Scouts reach friends and family anywhere. Products ship directly from Trail's End — no work for the leader!



Scout Rewards Program

Scouts earn points toward eGift cards (Amazon, Target, Walmart, Prepaid Mastercard®) and other exciting incentives.

3 Ways Scouts Sell Popcorn

24



Storefront / Show & Sell

Highest Sales Potential

- Sell in front of partner stores — Trail's End reserves locations/unit reserved
- One Scout per shift = significantly higher earnings
- Shifts available Fri–Sun; check Tuesday at 8pm ET for auto-released hours
- Average: \$300+ sales potential per Trail's End booked shift



Door-to-Door / Wagon Sales

Personal Connection

- Scout takes orders at customers' homes using the Trail's End App
- Customers can pay by credit/debit right in the app — no cash handling!
- Product can ship directly to customer OR Scout delivers in person
- Always sell with another Scout or adult for safety



Online Direct Sales

Sell Year-Round, Anywhere

- Scouts share their virtual store via email, text, or social media
- Product ships directly from Trail's End — zero work for the leader
- Earn 4× reward points vs. standard sales
- Safest option — no cash, no delivery, no inventory to manage

The Trail's End App & Leader Portal



Leader Portal

admin.trails-end.com

- ✓ Reserve & manage storefront sites and shifts
- ✓ Invite Scouts to create accounts & build your roster
- ✓ Place unit popcorn orders and track inventory
- ✓ View real-time Scout sales from any device
- ✓ Download detailed sales reports
- ✓ Submit Scout rewards and claim unit payout
- ✓ Access the Learning page — videos, guides, & tours
- ✓ Set up your bank account for ACH payouts



Trail's End App

For Scouts & Parents

- ✓ Scouts accept credit/debit — Trail's End pays all fees!
- ✓ NEW: Tap-to-Pay (Apple Pay, Google Pay, contactless)
- ✓ Compatible with Square card readers
- ✓ Manual card entry & customer self-checkout
- ✓ Record Heroes & Helpers™ donations
- ✓ Cash to Credit™ conversion for extra reward points
- ✓ Works on iOS and Android
- ✓ Text APP to 62771 to download

What's New for 2026



New Leader Portal

- Run the Sale from Your Phone
- 100% mobile-optimized experience
- Improved loading and response times across the platform



Storefront Enhancements

- Select Storefronts from a visual map with better filters, visibility, and location recommendations
- Split reservations and return unused hours to the pool
- Reservation budget based on your goal and sales
- Revamped Finance Section
- Easier Scout Management
- See each Scout's sales, Rewards, cash, inventory, and Storefront schedule in one mobile-friendly view



Revamped Finance Section



Easier Scout Management

- See each Scout's sales, Rewards, cash, inventory, and Storefront schedule in one mobile-friendly view

What's New for 2026



Comprehensive Program Dashboard

- Rewards, Storefronts, and key program data in one dashboard



New Onboarding Flow

- This button directs Unit Leaders through various questions and set up to get started on their fall fundraiser. Includes. It can be found on the Home page in the upper right hand corner and is called Onboarding.
 - Unit Commitment
 - Goal Setting
 - Storefront Defaults
 - Storefront Blackout dates
 - Address center point and the maximum driving radius
 - Simultaneous Storefronts that a unit would like to work at one time
 - Review Unit Leadership
 - Bank account



Meet Fin, Your new support assistant

- Fin is Trail's End's AI-powered support assistant, built on Intercom, one of the leading AI-first customer service platforms trusted by thousands of businesses worldwide. When you reach out for help, Fin is your first point of contact — available instantly, any time of day.
 - Available 24/7, no hold times or waiting for business hours
 - Trained on Trail's End's help center to answer your most common questions fast
 - Seamlessly connects you to a live support agent when needed
 - Access it right where you already are — click the ? icon in the leader portal or open a chat in the app

Getting Started as a Leader

Complete Onboarding

1

Login at admin.trails-end.com. Click the Onboarding button (top right) to walk through planning items — unit goal, storefront settings, unit leadership review, and bank account setup.

Sign Up / Commit Your Unit

2

Register your unit for this year's sale at trails-end.com/unit-registration. New leaders receive their Leader Portal username after registration.

Set Your Unit Goal

3

Use the goal-setting tool to build a program budget. Start by asking Scouts what they want to do — then set your fundraising goal to achieve that program plan.

Update Your Scout Roster

4

Each Scout needs their own Trail's End account. Invite Scouts by email/text from the portal, or give them your Unit Code to self-register. Returning Scouts use their existing username.

Attend Your Council Kickoff

5

Many sale details are Council-specific: products & prices, sale dates, commission percentages, order due dates, pickup dates, and incentives. Don't miss the kickoff!

Access Training & Resources

6

Log in to admin.trails-end.com → Learning for videos, the Leader Guide, and in-portal tours. Also register for Live Q&A sessions and join the Trail's End Facebook community.

Motivating Participation

Get families and Scouts excited about the sale

To get families and Scouts excited about participating, emphasize the program benefits and built-in rewards:

- An energetic kick-off meeting is the single best way to get families excited and ensure a successful sale!
- Have your unit's unique code ready to hand out at the kick-off meeting as parents/Scouts download the APP and immediately register their Scouts. [Parent Guide](#)
- Sell the "Adventure," Not Just Popcorn: Remind leaders and parents that you aren't just selling a snack—you are selling Scouting. Scouts should invite customers to support their upcoming activities and camps, using the popcorn as a "thank you" for that support.
- Set Goals Based on Fun: Use the goal-setting tool in the portal to build a program budget. Start by asking the Scouts what activities they want to do this year, then calculate the fundraising goal required to make those adventures happen.

- Highlight Scout Rewards: Remind families that Scouts earn reward points on every sale, which can be redeemed for eGift cards to Amazon, Target, Walmart, and Prepaid Mastercards.
 - Early Bird Incentives: Mention special milestone prizes, such as the \$800 Club wearable snuggle hoodie (limited to the first 500 Scouts to reach \$800 in sales), or higher VIP prize levels starting at \$1,200.
- Promote Ease of Selling (The Trail's End App): Reduce parent hesitation by showing them how easy the app is to use. It accepts credit cards, tap-to-pay (Apple Pay, Google Pay), and handles all fee processing so the unit keeps full earnings.
- The popcorn kernel should pick up the \$800 prizes earned and award them at pack meetings, scout meetings to encourage Scouts to hit this milestone so they too can earn the prize.

How to invite Scouts

Scouts\Share to reveal your code

UNIT

Atlanta Area Council

FUNDRAISER

Active
2026 Selling Campaign

Home

Scouts

Storefronts

Sales

Orders

Inventory

Finances

Reports

Program Overview

Scouts

Unit Code: **CM8G9**  



Invite your first Scouts
Get Scouts and their families signed up so they can start tracking sales, claiming storefront shifts, and earning rewards.

UNIT CODE

CM8G9 

Families enter this code in the Trail's End app to join your unit.



App Store
iPhone & iPad



Google Play
Android

How to Place Your Unit Order

Log in at admin.trails-end.com → Popcorn Orders → Create New Order

1 Click Create New Order



Select your order type from the Choose Delivery dropdown.

2 Enter Your Dollar Amount



On your initial order, enter the total dollar amount you want to order. The system auto-populates a suggested product mix for your Council. You can change the product mix. You are ordering in cases and not containers on the first 2 orders.

CREATE YOUR ORDER

Order Recommendations

To help you determine the ideal amount of each product, please enter the total value you want to order, then hit the Auto Populate button

Your order will be pre-populated for your review. Then, submit your order to your council.

\$

Auto Populate Order

*Amounts pre-populated are editable suggestions. This feature works best on orders of \$3,000 or more.

Microwave cs: 0 ct: 0 6:1

How to Place Your Unit Order

3 Review & Adjust

1
2
3
4

Use the Order Adj (+/-) column to fine-tune quantities. The Final Unit Order column updates automatically. You are ordering in cases only.

4 Save or Submit



Click Save as Draft to return later, or Submit to send to your Council for approval. Order shows as Pending until approved.

Review the products and make adjustments in the **Order Adj (+ or -)** column.

START HERE TO PLACE YOUR ORDER

\$ 10000

Auto Populate Order

Save as Draft

Submit

*Only use the Auto Populate button on orders of \$1,000 or more

Product	Total Need	Selling Units : Case	Order Adj (+ or -)	Final Unit Order
 Kettle Corn	cs: 0 ct: 0	12:1	cs: 9	cs: 9
 Popping Corn	cs: 0 ct: 0	9:1	cs: 4	cs: 4
 Salted Caramel Corn	cs: 0 ct: 0	12:1	cs: 7	cs: 7
 S'mores Popcorn	cs: 0 ct: 0	12:1	cs: 5	cs: 5
 White Cheddar Popcorn	cs: 0 ct: 0	12:1	cs: 11	cs: 11
 Unbelievable Butter Microwave	cs: 0 ct: 0	6:1	cs: 11	cs: 11
QTY: 47	Base Commission: 36%	Earnings: \$3643.92	Total: \$10122.00	

Note: This is not the current product mix.

Reminder: Popcorn is not returnable/refundable.

5 Wait for Approval



Once your Council approves the order, you'll receive an email notification and can view your invoice in the system. Once your order is approved by Council, it can no longer be edited in the system. You will need to contact Mary Chesser or Charity Drabik to make any adjustments.

6 No Upfront Payment Needed



Your invoice is owed to your Council — not Trail's End. Credits from card sales, online commissions, and Cash to Credit™ are automatically applied. Final invoice payments are due Dec. 3, 2026.

7 Popcorn Distribution



Watch for emails regarding popcorn sorting and distribution sign ups.

8 Popcorn Replenishments

If your unit runs out of popcorn, you can contact Council to schedule replenishments, check the AAC Facebook page or the Haves and Needs spreadsheet.

Product Storage & Shelf Life

**FOUR
\$20
PRODUCTS***

DESIGNED TO INCREASE
CONSUMER PURCHASES!

SIMPLIFIES SALE FOR
SCOUTS, LEADERS,
AND CONSUMERS!

\$20



SEA SALT POPCORN

New

- Delicious and made with just the right amount of salt
- 12.5 cups | 5oz

\$20



WHITE CHEDDAR POPCORN

- 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



SWEET & SALTY KETTLE CORN

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

\$25



MICROWAVE BUTTER POPCORN

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



Microwave Popcorn

July 17 18 months

Store in cool, dry place away from heat sources



Caramel & Cheese

July 17 7-9 months

Ready-to-eat gourmet products; avoid humidity

*Sea Salt /Kettle Corn

July 17 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.

Trails End Portal Timeline

UNIT

Atlanta Area Council

FUNDRAISER

Active
2026 Selling Campaign

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Program Overview

Support & Resources

TimelineStorefrontsRewardsCommissions

Timeline

Key dates for your council program this year.

COMING SOON

First Order Window Opens

When the window for your first unit order will open.

COMING SOON

First Order Window Closes

The last day to submit your first order.

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.

AUG 22, 2026

Storefront Selling Starts

First day to sell at storefront locations. Your first reservation may not be on this day, but this is when they are first available.

ONGOING - EVERY TUESDAY

Auto Release

Reservations without an assigned scout are released back to the pool.

Trails End Portal Demo

Inventory - the inventory components are not being release until June 30th, therefore the screen is blank right now

Inventory

Track product on hand across your unit, Scouts, and storefronts.



Inventory coming soon

You haven't received any product yet. Inventory will appear here after your first council delivery on **Thursday, June 26**.

NEXT STEP

July order

Ordering opens **Tuesday, June 17** · closes **Wednesday, June 18**

[Go to Ordering](#)

Trails End Portal Demo

Finances tab - there is no data in the test environment

Finances

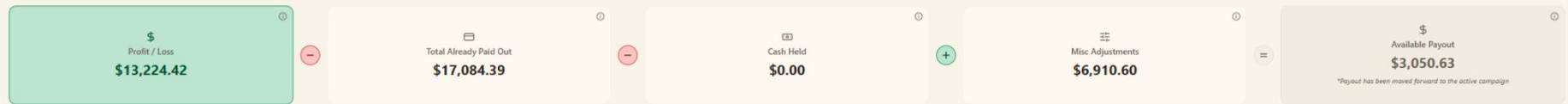
Review financial summaries, payouts, and reports.

% Council/Unit Commission Agreement

Profit / Loss Breakdown



Payout



Trails End Storefronts

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



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

Commissions

30% - Base commission

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

Example: \$10,000 (Traditional)

$\$10,000 \times 30\% = \$3,000$ (kept by unit at time of Sale) (Note: Commission 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.)

Online Sales Commission Structure

30% Commission- Sell popcorn online, receive 30% commission

Bonus Commissions

Earn Bonus Commission – Units now can earn up to 5% bonus commission based on traditional sales (Storefronts/Take Orders)

2% - Submit unit activity calendar by August 10, 2026.

Email to Mary Chesser- mary.chesser@scouting.org or

Charity Drabik - charity.drabik@scouting.org

1% - Increase sales by 5% - | For units with \$20K+ in sales- increase sales by 5% - 1%

1% - Increase sales by 10% | For units with \$20K+ in sales- increase sales by 7% -1%

1% - Increase sales by 15% | For units with \$20K+ in sales- increase sales by 10% -1%

Example:	2025 Sales	Increase sales by 5% - Earn 1%	Increase sales by 10% - Earn 1%	Increase sales by 15% - Earn 1%
Troop 1	\$5,000	\$5,250	\$5,500	\$5,750
	2025 Sales	Increase sales by 5% - Earn 1%	Increase sales by 7% - Earn 1%	Increase sales by 10% - Earn 1%
Troop 2	\$22,000	\$23,100	\$23,540	\$24,200



Bonus commission will be added to the Trail's End System

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.

Key Dates

2026 Popcorn Timeline	
Online Sales Begin	7/1/2026
Council Coordinated/Popcorn Kick Off	7/15/2026
Unit Onboarding needs to be completed	7/23/2026
Storefront Auto Assignments	7/27/2026
Storefront Claiming Open for All	7/29/2026
Unit Order 1 due	8/9/2026
Scout Training	8/15/2026
Distribution 1	8/21-22/2026
Storefronts begins	8/22/2026
Unit Order 2 Due	9/13/2026
Council places order 2	9/15/2026
Product Arrives	9/23/2026
Distribution 2	9/25-26/2026
Council Coordinated	10/21/2026
Unit Order 3 Due	10/25/2026
Distribution 3	11/6-7/2026
Final Payment	12/3/2026
Sale Ends	12/31/2026
Top Seller Event	2027 - TBD

Tips for New Leaders

Advice from Trail's End and experienced popcorn kernels



You're not selling popcorn — you're selling Scouting!

Scouts should invite customers to support their adventures. The popcorn is the thank-you.



Build your Popcorn Dream Team

Add assistant leaders in the portal to share the workload. Delegate storefront management, Scout tracking, and order pick-up to different team members.



Get a head-start with online sales

Scouts can begin online selling in July — well before the official sale starts. Early online sales add up quickly.



Maximize storefront earnings

Assign ONE Scout per shift — units earn significantly more. Fill all your reserved shifts or release them on Tuesday at 8pm ET.



Attend the Council kickoff

Your Council sets prices, sale dates, commission rates, and order deadlines. Don't miss the kickoff — many offer bonus commission for attending!



Use every training resource available

Watch videos in the Learning portal, join Live Q&A sessions, and join the Trail's End Popcorn Community Facebook group for tips from other leaders.

Scout Rewards



Trail's End Rewards®

- Scouts earn reward points on every sale
- Available eGift cards: Amazon, Target, Walmart, Prepaid Mastercard®, and more
- Earn 4x per \$1 credit and online sales
- 1 point per \$1 cash sales
- +3 point per \$1 for cash to credit
- New! - Earn points on sales between levels.
- Submit Scout rewards through the Leader Portal.
Minimum of \$600 in sales is required for rewards claiming to begin.

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

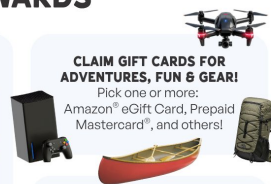
1 bonus point per \$1 for Heroes And Helpers®
Earn **ADDITIONAL** bonus points for achieving sales levels below

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	+	=	335,000	\$3,350 Family Vacation
\$15,000	60,000	+	=	200,000	\$2,000 High Adventure
\$10,000	40,000	+	=	110,000	\$1,100 Canoe
\$7,500	30,000	+	=	80,000	\$800 3D Printer
\$5,000	20,000	+	=	50,000	\$500 Gaming Console
\$4,000	16,000	+	=	37,500	\$375 Day Camp
\$3,000	12,000	+	=	25,000	\$250 Hiking Backpack
\$2,000	8,000	+	=	11,000	\$110 Drone
\$1,500	6,000	+	=	7,500	\$75 Camping Tent
\$1,000	4,000	+	=	4,500	\$45 Video Game
\$600	2,400	+	=	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>.

Heroes & Helpers™



Heroes & Helpers™

- Trail's End ships products to military troops, first responders, and local food banks
- Automatically added to unit orders each night
- Scouts earn 1 reward points per \$1 sold via credit/online
- Enter donations received as Heroes & Helpers in the app during the shift to qualify for promotions
- Great way to give back to the community while selling

\$800 Club /VIP Levels

\$800 Club

Back by popular demand - the Snuggle Hoodie!

The first 500 Scouts to reach **\$800 in popcorn sales** and pick up their prize will win an exclusive, ultra-cozy wearable snuggle hoodie!



Monthly Contests

🚀 Fall Sales Contests Are Coming! (September – November)

Get ready for awesome themed prizes like a LEGO set along with NeeDoh/Dumpling Squishies/Blind Boxes!

Just remember: Scout's must participate each month to stay eligible for the next month's prizes!

VIP Levels

All levels at \$1,200 and above earn:

- Certificate, top seller hat

All levels above \$3,000+ earn:

- The above items plus
- Top Seller Event invite

\$3000 Sales level

- \$25 Amazon gift card

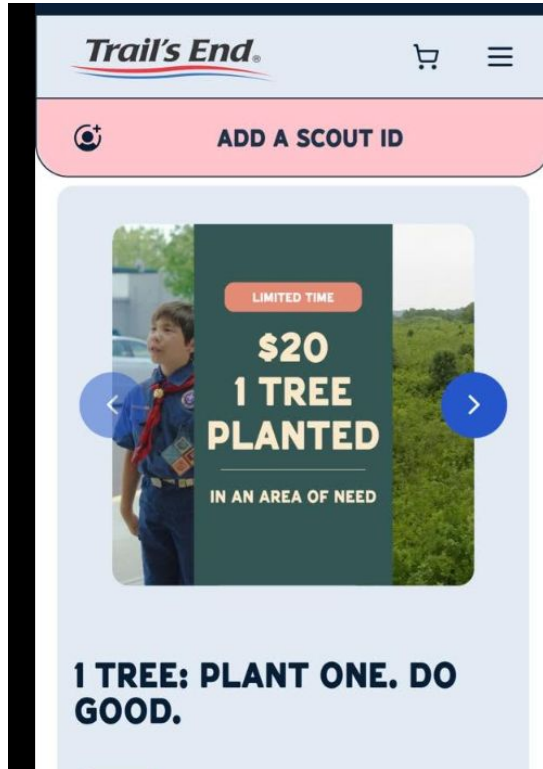
\$4,500 sales level

- \$50 Amazon gift card

\$7,500 sales level

- \$100 Amazon gift card

Trails End Online Sales



- Currently, trees are the only products available to order online at trails-end.com. Popcorn and snack products are not available online during this limited tree pilot period and will return closer to the fall sale season.

Online sales through a Scout's personal store can include additional products, but the website itself is currently tree-only.

Atlanta Area Council District Kernel List

2026 District Popcorn Kernel		
District	Kernel	Email
Appalachian Trail	Katie Lewis	kat_hebner@yahoo.com
Button Gwinnett	Geoffrey Sperback	gsperback91@gmail.com
Foothills	Vera Melnichenko	veramarkdsd@gmail.com
Hightower Trail	Brian Medford	brian.s.medford@gmail.com
Indian Springs	Jamie Pace	jamie@pace-s.com
Indian Springs	Rebekah Teal	rebekah.teal3@gmail.com
Northern Ridge	Lynda Sharp	sharpfamilyga@gmail.com
Phoenix	Bernardo del Hoyo	bernardo.delhoyo@gmail.com
Pickett's Mill	Sasha Ramirez	sramzee22@gmail.com
Silver Comet	Sharon Hudson	sehudson2006@yahoo.com
Soapstone Ridge	Leesa Brown	leesa.d.brown@gmail.com
Southern Crescent	Jane Bailey	caroljane19@hotmail.com
Southwest Atlanta	Tunya Green	tunyagreen@gmail.com
Yellow River	Jasmine Echols	jasminepechols@yahoo.com

Atlanta Area Council Contacts



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



Atlanta Area Popcorn

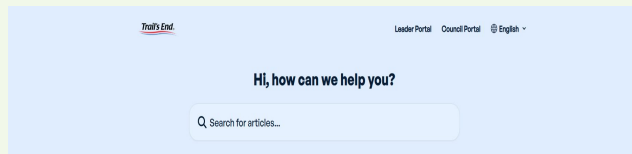
Come in, share ideas, brainstorm, and get feedback on all that is popcorn!

[facebookapp](#)



Trails End FAQ Page

<https://support.trails-end.com/en/>



Trails End Popcorn Community Facebook Page





You're Ready to Lead!

Key Takeaways



Complete Onboarding at admin.trails-end.com to set your unit up for success



Orders go through your Council — no upfront payment required



Store products cool & dry



Use the app for all sales — Trail's End pays all credit card fees



One Scout per storefront shift = maximum earnings



Attend the Council kickoff & join the Facebook community for support



Hold an energetic kick-off meeting to get families excited and ensure a successful sale!

Questions? Visit support.trails-end.com, start a chat in the Leader Portal or contact your district kernel.



Questions?



Upcoming Trail's End Unit Kernel Training

Trail's End's Post

 Trail's End Popcorn Community
Trail's End · Admin · All-star contributor · 19h · 🌐

 **Live Q&A Sessions with Trail's End**

Between July 14 and August 19 we will be offering SIXTEEN live Q&A sessions for Unit Leaders. This is a great opportunity for you to engage directly with our team and have any of your questions answered!

To register:

- 1) Log into the Leader Portal (<https://portal.trails-end.com>)
- 2) Select "Support and Resources" in the main nav
- 3) Click "Sign up for Live Q&A" in the chatbot

Hope to see you there!

LIVE Q&A SESSIONS

for Unit Leaders

SIGN UP TODAY

in the Leader Portal: <https://portal.trails-end.com>

Join one of our live Zoom sessions to get your questions answered by the Trail's End team!





Thank you for attending.