

# California Inland Empire Council

## 2025 Popcorn Leader's Guide

*Trail's End*®

**Scouting**  **America**  
California Inland Empire Council

# Powered by Popcorn

**Trail's End®**  
Scout Fundraising



**BECOME  
DECISIONS MAKERS**



**LEARN MONEY  
MANAGEMENT**



**BECOME  
GOAL SETTERS**



**BECOME FUTURE  
ENTREPRENEURS**



**LEARN  
PEOPLE SKILLS**

## Benefits for Scouts

- Personal growth program that can be applied to advancement opportunities and service projects.
- Earn Amazon eGift Cards.
  - Millions of prize choices
  - Scouts choose the prizes they *want*

## Scouts Learn

- How to help others around them
- Public speaking & math skills
- Salesmanship & perseverance
- How to earn their own way
- The value of hard work
- How to handle rejection

# Ideal Year of Scouting

**Trail's End®**  
Scout Fundraising

## Plan Program

- Plan exciting adventures
- Add extra activity or campout supported by popcorn funds.

## Budget

- Use TE budget tool to assign costs and expenses.
- Add in camp, registration fees, advancements & Unit dues.

## Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

## Set Goals

- $\text{Total Program Costs} \div \text{Unit Commission} = \text{Unit Sales Goal}$ .
- Divide Unit goal by # of Scouts to get Scout goals.

## Raise the Money

- Commit to achieving the Unit's goal with one fundraiser.
- Less time fundraising = more time Scouting!

## Enjoy the Year!



# 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**





# Scout Participation

**Trail's End®**  
Scout Fundraising

- # of Scout with a Sale = **1,043** (out of 4,192 = **25%**)
- % of Scouts within selling Units = **45%**
- How do we increase participation within your Unit?

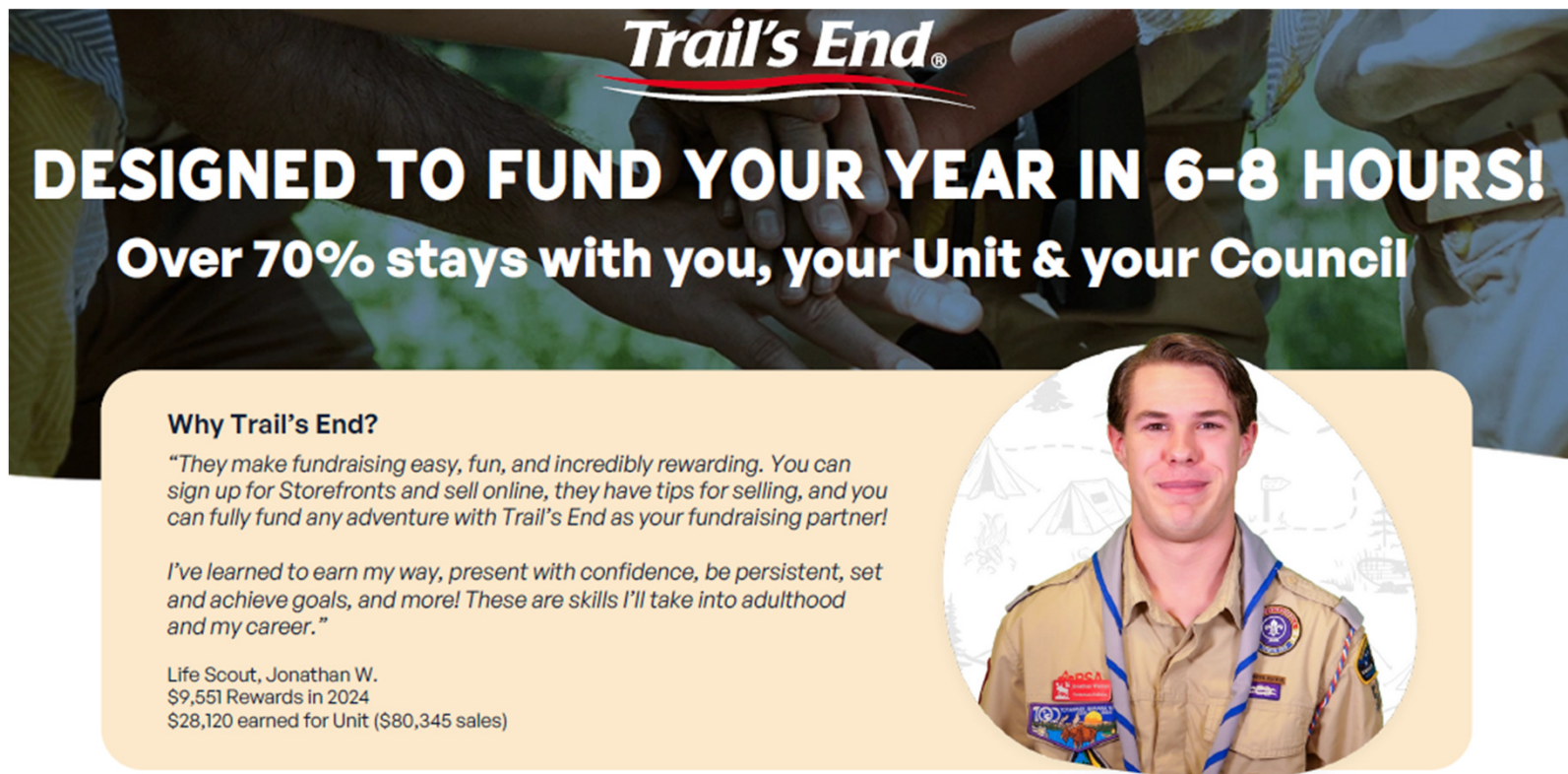
## Some Resources that might help....

(Resources can be found in Leader Portal in the Training tab under 'Scout Resources')

# Scout Participation

**Trail's End®**  
Scout Fundraising

## Non-Selling Scout FLYER



The flyer features a background image of several hands clasped together in a circle, symbolizing teamwork. The Trail's End logo is at the top. The main headline is in large, bold, white capital letters. Below it, a sub-headline is also in white. A testimonial box on the left contains a quote and specific fundraising results. On the right, there is a circular portrait of a Scout in uniform.

**Trail's End®**

**DESIGNED TO FUND YOUR YEAR IN 6-8 HOURS!**


**Over 70% stays with you, your Unit & your Council**

**Why Trail's End?**

*"They make fundraising easy, fun, and incredibly rewarding. You can sign up for Storefronts and sell online, they have tips for selling, and you can fully fund any adventure with Trail's End as your fundraising partner!*

*I've learned to earn my way, present with confidence, be persistent, set and achieve goals, and more! These are skills I'll take into adulthood and my career."*

Life Scout, Jonathan W.  
\$9,551 Rewards in 2024  
\$28,120 earned for Unit (\$80,345 sales)



# Scout Participation

**Trail's End®**  
Scout Fundraising

## Non-Selling Scout Email

**Audience:** Scout Families (especially non-selling Scouts)

**Subject:** What if popcorn could pay for your whole year?

Hi [Parent First Name],

We want every Scout in our Unit to get the most out of their year — and Trail's End popcorn is a big part of how we make that happen. It pays for all of the fun things we do throughout the year.

Last year, thousands of first-time sellers averaged over **\$1,700** in sales. Many funded camp, paid dues, and even covered gear and high adventure.

This isn't just about raising money. It's about helping our Scouts grow — learning confidence, goal setting, and salesmanship along the way.

**If your Scout hasn't sold before, this is the year to start.**

Everything runs through the Trail's End App — from Storefront signups to online sales and rewards. It's really easy to get started.

Start Selling with Trail's End: <https://info.trails-end.com/scouts>

Enter Unit Code {insert your Unit's Trail's End code here} to register!

# Scout Participation

**Trail's End®**  
Scout Fundraising

## Non-Selling Scout Social Posts

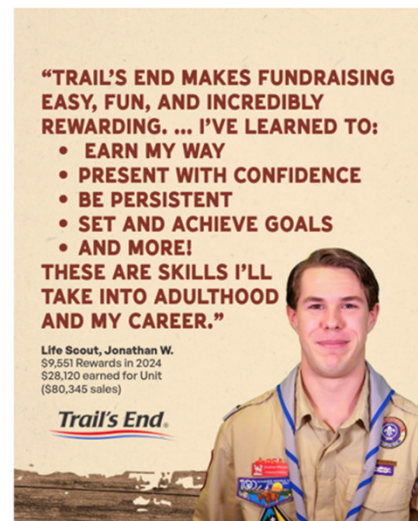
### Facebook Post 1

#### Caption:

This year, make popcorn more than just a fundraiser — make it your Scout's biggest growth moment.

From confidence to goal-setting, Trail's End helps Scouts build life skills *and* fund their adventures. Over 70% goes back to you, your Unit, and your Council. Ready to get started?

<https://info.trails-end.com/scouts>





# Ways to Sell

**Trail's End®**  
Scout Fundraising

## 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!

## Wagon

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





# Unit Support+

A new program to help elevate your fundraising potential

**Trail's End®**  
Scout Fundraising

## Program Planning

- Assist as needed with Unit Planning, budget & IDYOS

## Unit & Scout Engagement

- Tried & true tips & tricks for all Unit types
- Consultations by appointment

## Order & Inventory Support

- Assist with building/submitting orders.
- Inventory management

## Storefront Assistance

- Custom scheduling pre & throughout sale
- If you have Scouts who want to sell, we will place them in the best locations

## In Sale Support



**Call or email Becci Ault**

○ (951) 833-4578

○ [becci.ault@trails-end.com](mailto:becci.ault@trails-end.com)

# 2025 Trail's End NEW UNIT Promo

*Trail's End*®

- ✓ 2 free cases for new Units (\$480 retail)
- ✓ 100% commission to the Unit
- ✓ For more info, call or email Becci Ault
  - Phone: (951) 833-4578
  - Email: [becci.ault@trails-end.com](mailto:becci.ault@trails-end.com)



**NO RISK!**  
**NO UPFRONT COST!**

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

## **Trail's End Leader Portal (Unit Leaders)**

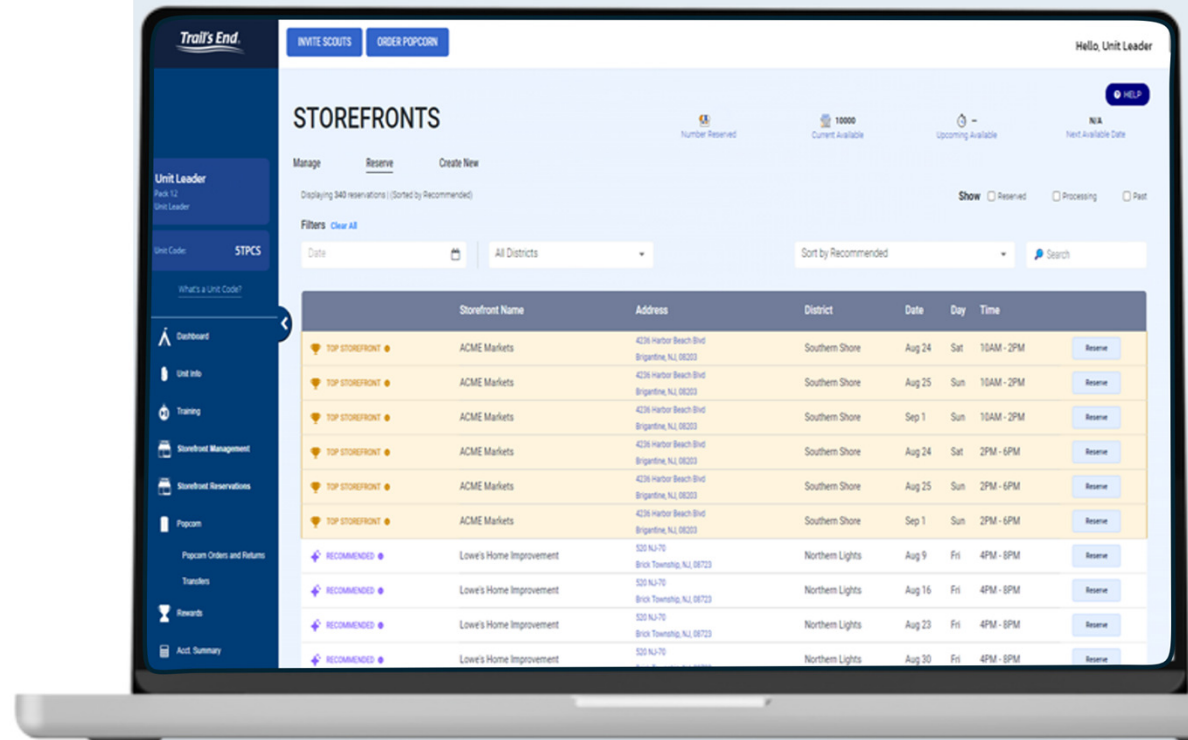
- Web based
- Mobile Friendly

## **Trail's End Scout App (Scouts)**

- Point of sale App for Scouts to sell popcorn.

# TE LEADER 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



Successful fundraising starts with a goal!

Units must have a goal this year to reserve Storefronts™

Need help setting your goal? Use this guide to plan your program, create a budget, and determine your goal.

[Download Planning Guide](#)

- 232 users
- Goal avg. \$19,196

Let's dream big! 🌟

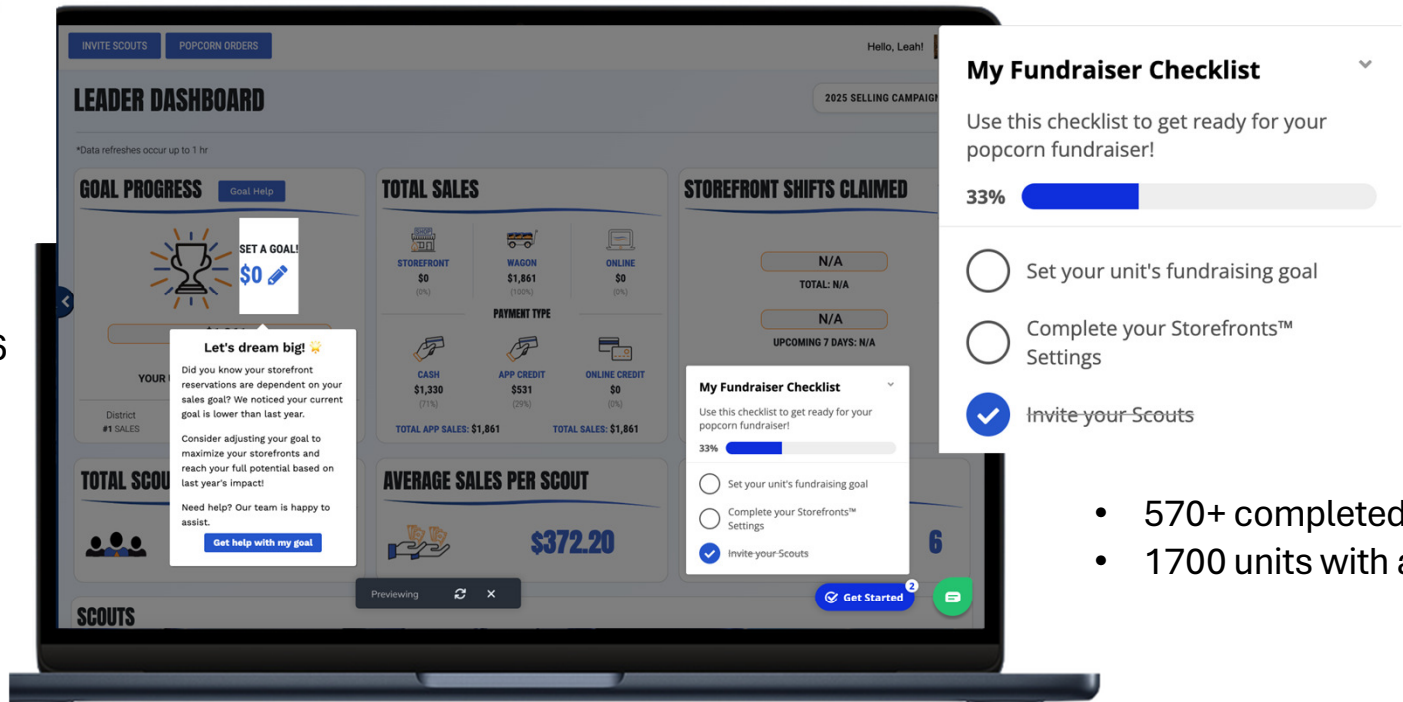
Did you know your storefront reservations are dependent on your sales goal? We noticed your current goal is lower than last year.

Consider adjusting your goal to maximize your storefronts and reach your full potential based on last year's impact!

Need help? Our team is happy to assist.

[Get help with my goal](#)

# IN-APP GUIDES

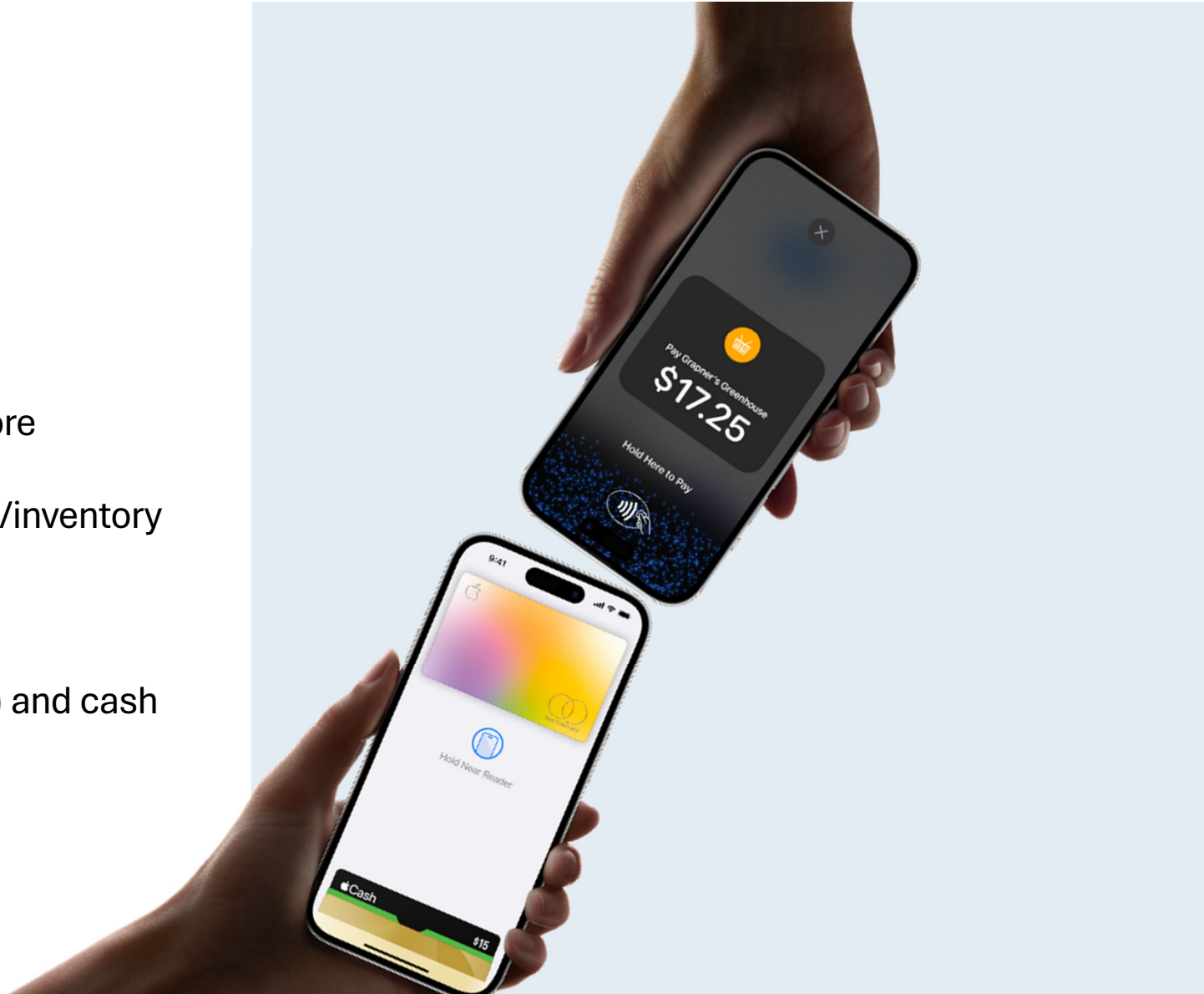


- 570+ completed
- 1700 units with a goal



# TE 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 (85%+) and cash
- All CC Fees paid by TE



# NEW in 2025!

**Trail's End®**

## TE SCOUT APP TAP TO PAY

Take payments with a mobile phone –  
no additional hardware required!

### **Additional payment options:**

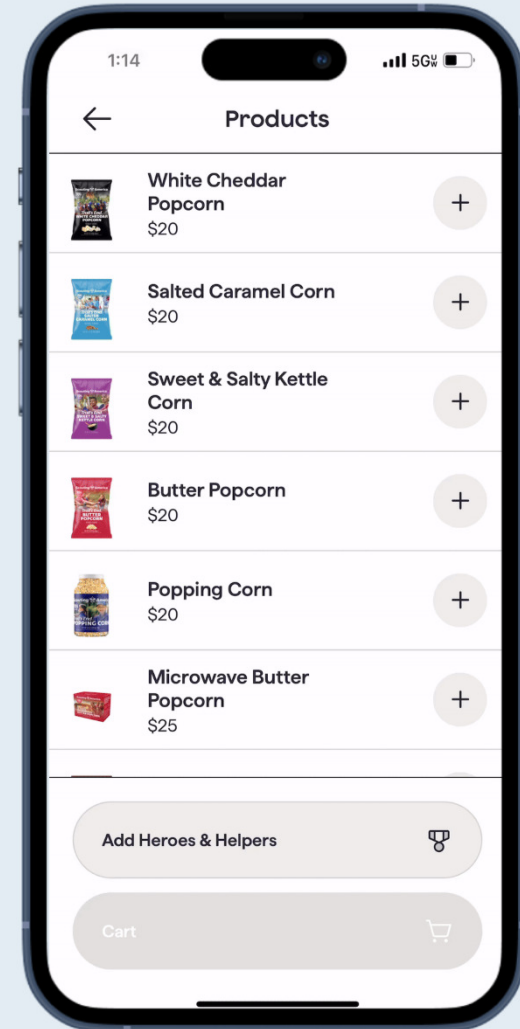
- ✓ Credit card, Apple Pay, Google Pay, and Cash App Pay
- ✓ Cash payments
- ✓ Convert cash collected to credit for additional rewards



# TE SCOUT APP

## EASY CHECKOUT

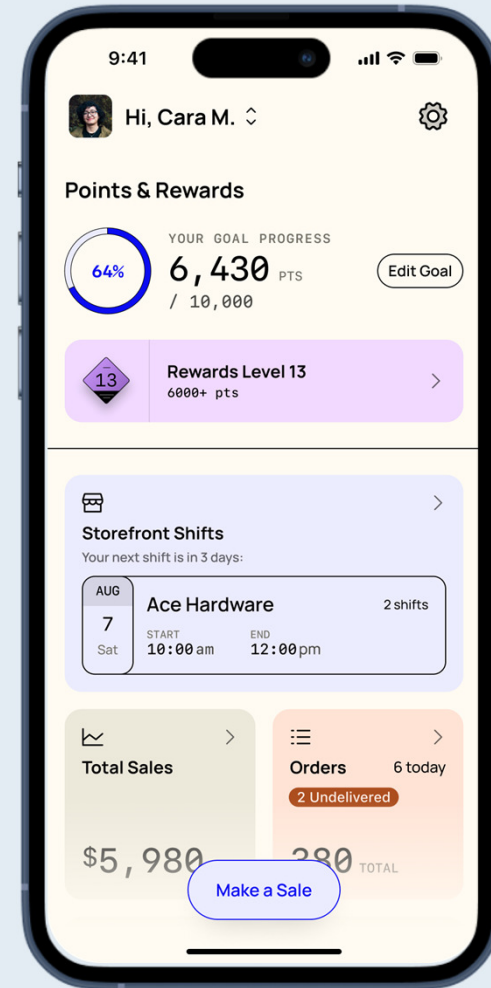
- ✓ Tap to Pay
- ✓ Credit Sales
- ✓ Apple Pay and Google Pay
- ✓ Cash Sales



# TE Scout app DASHBOARD

✓ Single screen for all key actions:

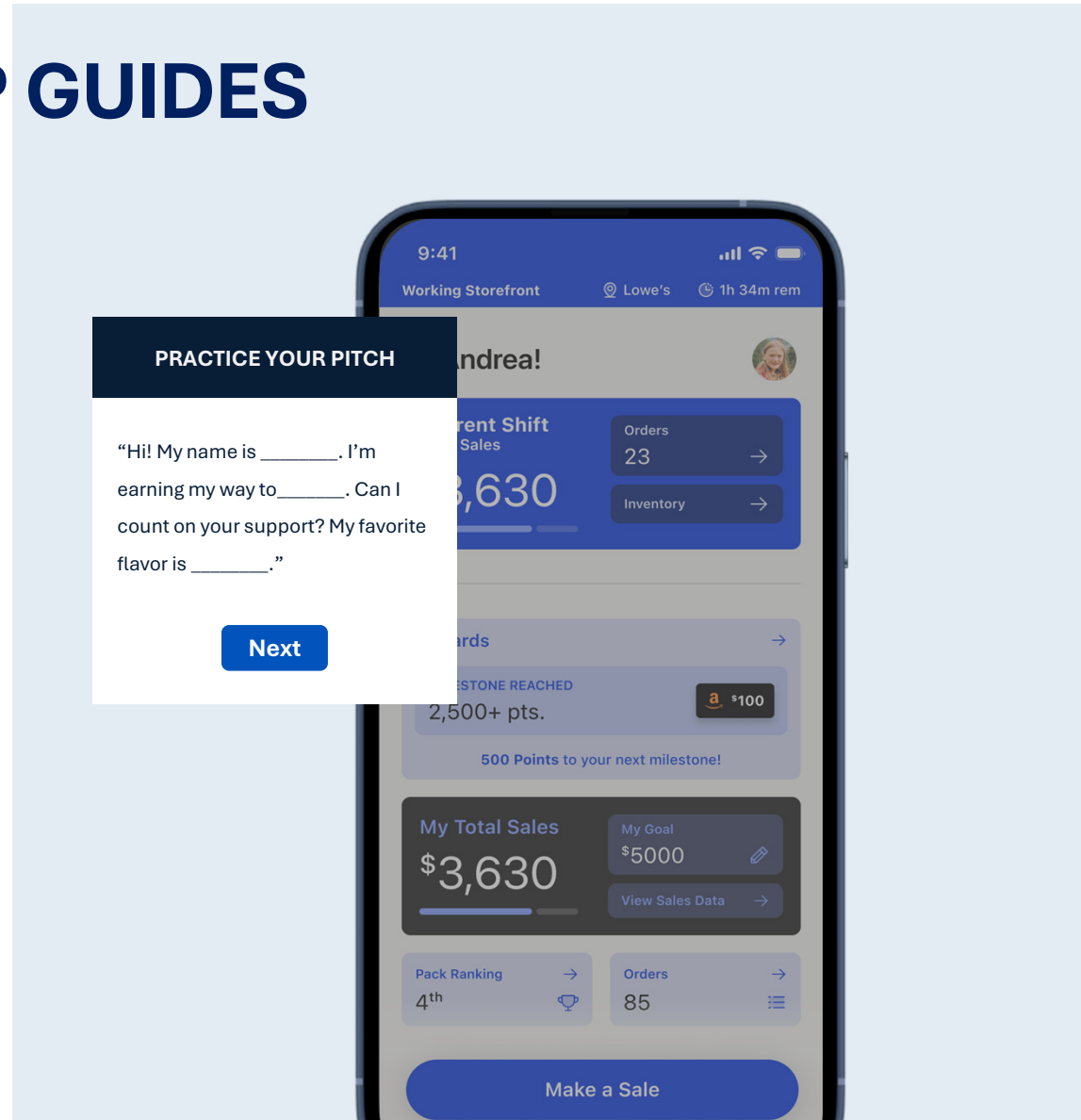
- Make a sale
- Goal and rewards
- Cash to Credit
- Storefronts
- Sales data
- Orders
- Online sales
- Training



## IN-APP GUIDES

# TE Scout app Training

- ✓ Training provided as the Scout uses the app
- ✓ Scouts are prompted with the training they need when they need it

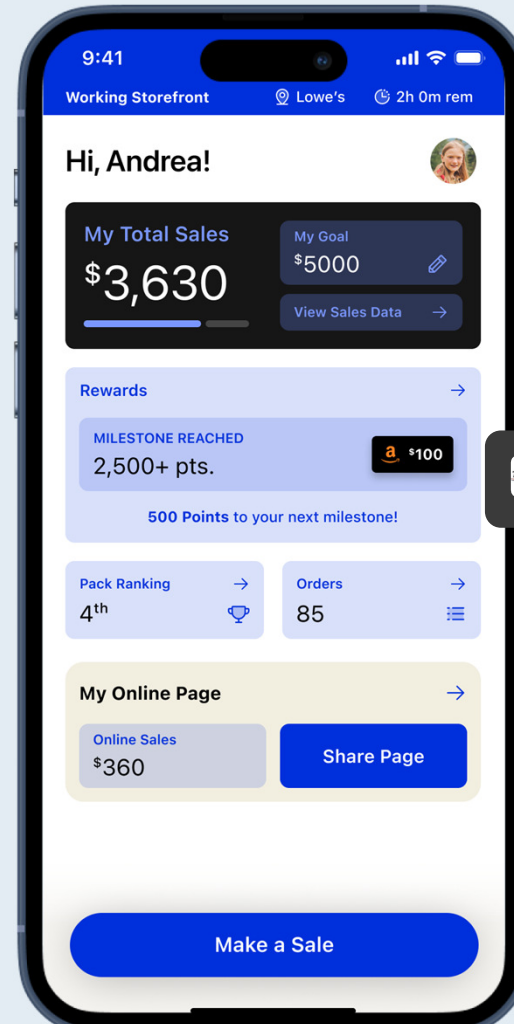






# IN-APP GUIDES


## TE Scout app Notifications and Sale Updates

- ✓ Sale updates in app for all Scouts
- ✓ Push notifications on key reminders



 New storefront shifts now available for sign-up.

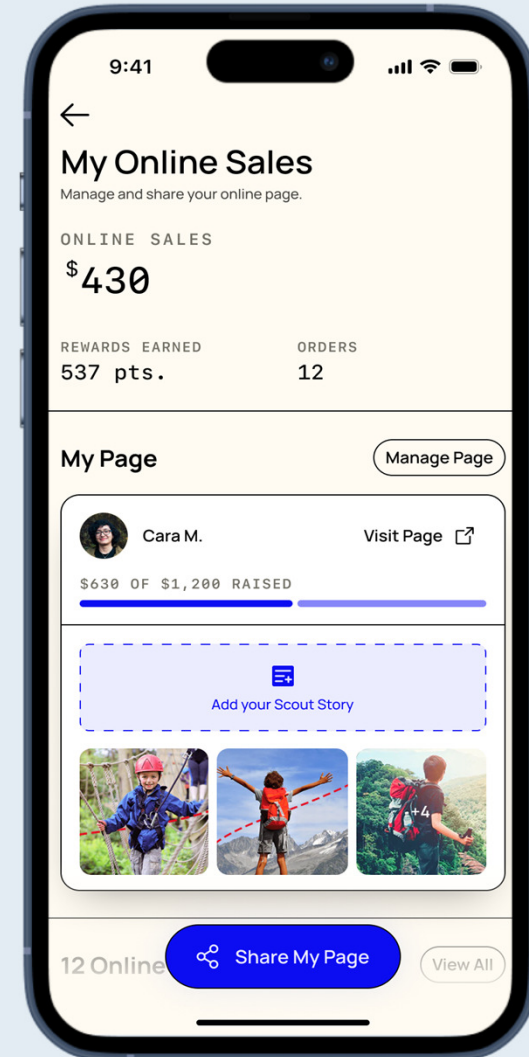
 Your storefront shift is starting in one hour.

 You have a reward available to claim!

# TE Scout app

## Online Sales

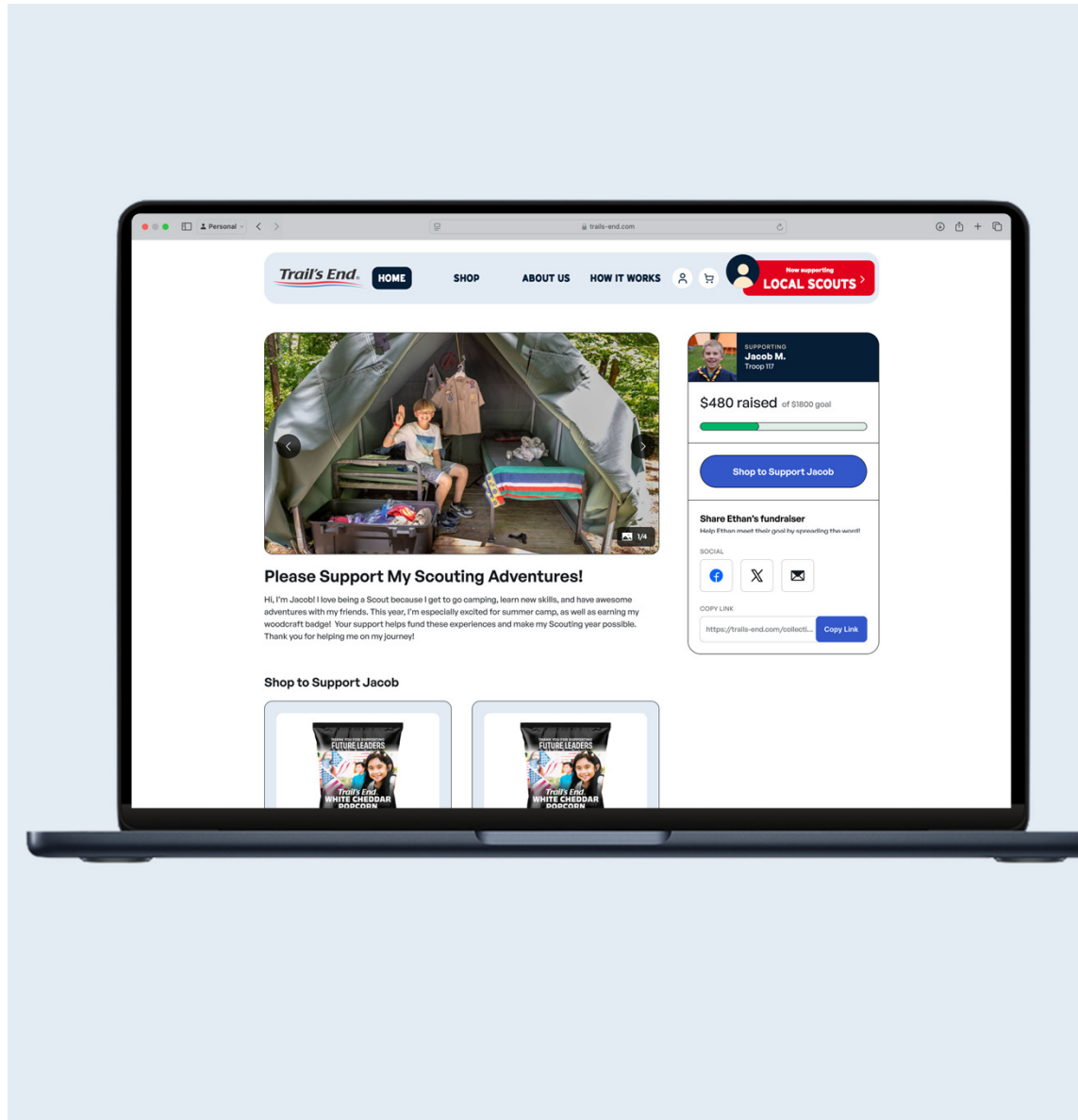
- ✓ Share is the primary action for Scouts
  - Past customers
  - Text
  - Email
  - Social
- ✓ Scouts are guided to personalize their page with new empty states to help them get started



# TE Scout app Online Sales

✓ Redesigned Scout pages that:

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



# Reservation Schedule

*Trail's End*®

## 2024 SALES

## RESERVATIONS

July 22

\$10k+

4

July 23

All Units

2

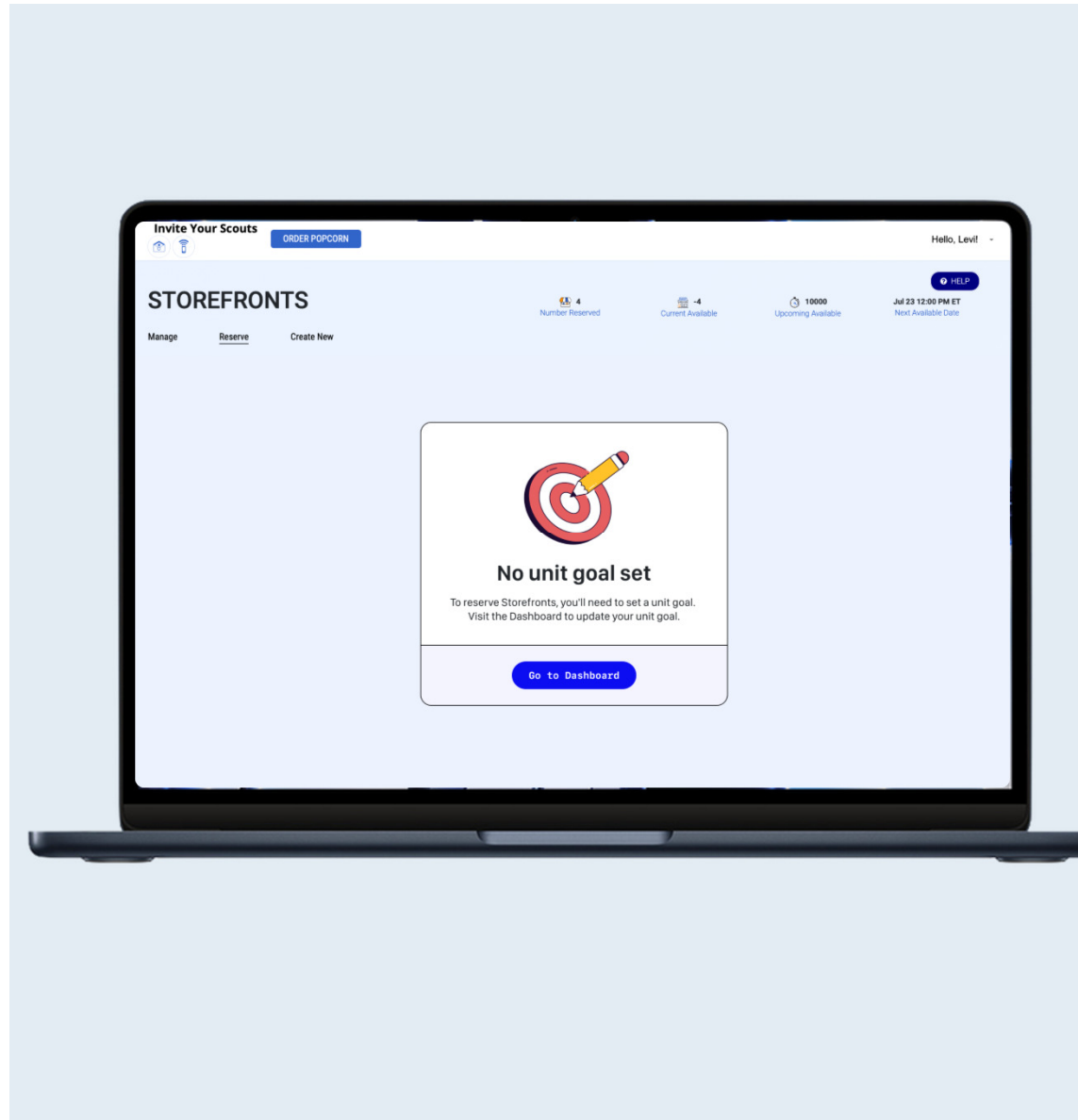
July 24

All Units

Unlimited

# STOREFRONT EFFICIENCY

- ✓ Updated reservation time – 5 pm
- ✓ **Goal required to reserve storefronts**  
**(Enter your GOAL today!)**
- ✓ Guidance on storefront hours needed to reach goal





- More opportunities for you to secure locations! 20k+ hours for CIEC (5,507 hours were worked by Scouts in 2024).
- **Shifts with ZERO Scouts** for the upcoming weekend will be released on Thursday at 5 pm for everyone to claim.
- Auto-release on Thursdays at 5 pm for Fri - Sun reservations.
  - 38% of weekend hours were claimed in 2024 and not used by Scouts.



# 2025 STOREFRONT BEST PRACTICE

*Trail's End*®

## The Power of One Scout per Shift

**Opportunity:** 45% of hours are NOT one Scout

Which one generates more sales per hour?

2 Scouts on  
1 shift  
\$132

Or

2 Scouts on  
solo shifts

$\$117/\text{hr} \times 2 = \$234$

**Solution:** More one Scout shifts

# Best Practice - Storefront Recruitment

**Trail's End®**  
Scout Fundraising

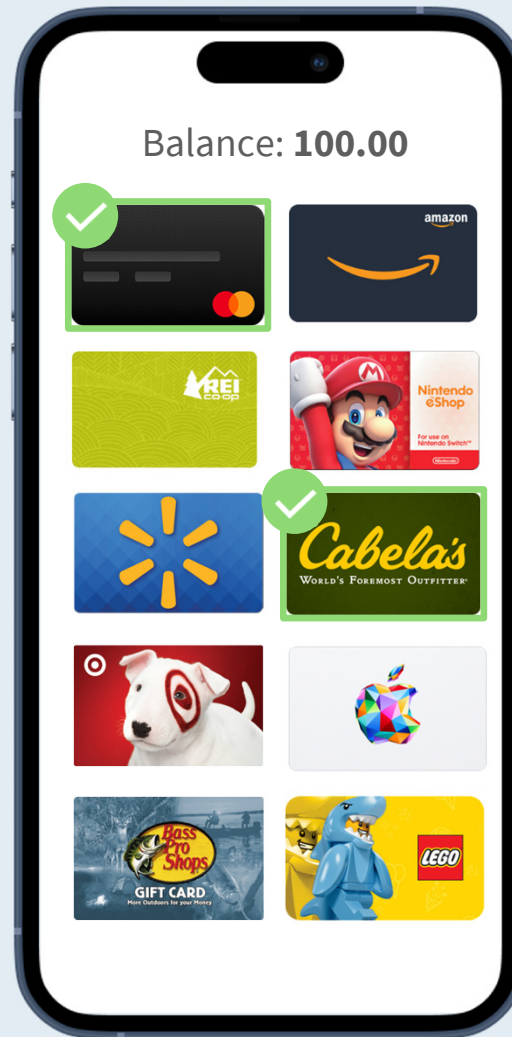
- ✓ High Foot Traffic locations offer incredible opportunity! TE schedules stores with 100-200 customers/hour
- ✓ Scouts recruiting Scouts
- ✓ Have interest list at all tables
  - **Collect contact information**
  - **Turn into your new member coordinator after each weekend**
- ✓ Have copies of your Unit calendar at each storefront location. Need help? CIEC Membership Team will supply templates

2025-26 Pack 19 Adventure Calendar						
DATE	THEME	LIONS	TIGERS	WOLVES	BEARS	WEBELOS
07/27/25	Fundraising / COA	Popcornpalooza				
08/01/25	Elective / Camping	AOL Weekend at Camp Winton				
08/27/25	Recruitment	Back to the Pack Night, Bring A Friend, & Raingutter Regatta at Recreation Park				
09/03/25	Elective / Camping	Let's Camp Lion	Let's Camp Tiger	Let's Camp Wolf	Let's Camp Bear	Let's Camp Webelos
09/17/25	Outdoors / Recruitment	Pokemon Hike & Bring A Friend Recruitment Event				
09/19/25	Service Activity	Rotary BBQ				
09/27/25	Elective / Camping	Council Family Camp				
10/01/25	Outdoors	Mountain Lion	Tigers in the Wild	Paws on the Path	Bear Habitat	Webelos Walkabout
10/12/25	Elective / Cycling	On a Roll	Rolling Tigers	Pedal with the Pack	Bears on Bikes	Pedal Away
10/15/25	Leadership	Bobcat Bonanza				
11/01/25	Elective / Camping	Pack 19 Tent-on-Treat Family Camping				
11/05/25	Family / Reverence	Lion's Pride	Tiger Circles	Footsteps	Fellowship	My Family
11/08/25	Service Activity	Veteran's Day Flag Planting				
11/10/25	Service Activity	Veteran's Day Parade				
11/19/25	Citizenship	King of the Jungle	Team Tiger	Council Fire	Paws for Action	My Community
12/03/25	Fitness	Fun on the Run	Tiger Bites	Running with the Pack	Bear Strong	Stronger, Faster, Higher
12/06/25	Service Activity	TBD				
12/17/25	Court of Awards	Holiday Party/Court of Awards				
01/03/26	Recruitment	Bring a Friend Scout Snow Day				
01/07/26	Personal Safety	Lion's Roar	Tiger's Roar	Safety in Numbers	Standing Tall	My Safety
01/21/26	Recruitment	Pinewood Derby & COA				
02/04/26	Elective / Engineering	Build It Up, Knock It Down	Designed by Tiger	Air of the Wolf	Baloo the Builder	Build It or Modular Design
02/18/26	Winter Break / Elective	I'll Do It Myself	Safe & Smart	Finding Your Way	Whittling	Chef's Knife
03/04/26	COA / Recruitment	Blue & Gold Celebration, AOL Advancement, COA				
03/18/26	Elective / Math	Count On Me	Stories in Shapes	Code of the Wolf	Balancing Bears	Math on the Trail
04/01/26	Elective / Art & Games	Spring Break, no meeting				
04/15/26	Elective / Camping	On Your Mark	Tiger Tag	Paws of Skill	Roaring Laughter	Art Explosion
04/18/26	Recruitment	Pack 19 Spring Campout				
04/29/26	Elective / Science	Ready, Set, Grow	Sky's the Limit	Digging in the Past	Forensics	Earth Rocks
05/06/26	Citizenship / Empathy	Pick My Path	Good Knights	Cubs Who Care	Critter Care	Aware & Care
05/20/26	Elective / Science	Germos & Gadgets	Floats & Boats	Germos Alive	Super Science	Modular Design
05/23/26	Service Activity	Memorial Day Flag Planting				
06/03/26	COA	End of Year Court of Awards & Advancement				



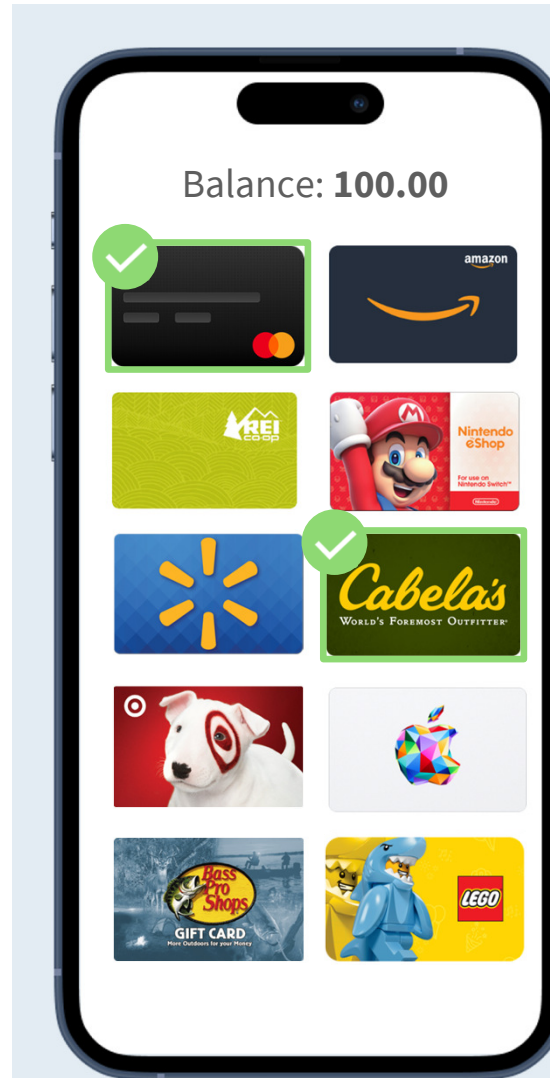
# TE SCOUT APP TE REWARDS

- ✓ 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! **+.5 pts!**



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

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



AMAZON  
 TARGET  
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 PLAYSTATION

# The '\$20 Popcorn Sale!'

**Trail's End®**

**OVER 70% STAYS LOCAL!\***



**WHITE  
CHEDDAR  
POPCORN**  
**\$20**



**SALTED  
CARAMEL  
CORN**  
**\$20**



**MICROWAVE  
BUTTER  
POPCORN**  
**\$20**



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



**SEA SALT  
POPCORN**  
**\$20**



# Scout Pitch

**Trail's End®**  
Scout Fundraising

- 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

**Trail's End®**  
Scout Fundraising

- **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 all items!

**Trail's End®**  
Scout Fundraising

- 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."

*Trail's End®*

# 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!
- CIEC locally donated over \$30K in heroes and helpers.
- Scouts earn an additional 0.5 points per donation!
  - \$1 credit card donation = 1.75 pts!
  - \$1 cash donation = 1.5 pts!

# CIEC SPIN & WIN!



TOP 75 selling Scouts will earn their chance to Spin the Wheel!

Fun-filled event with food, prizes, & recognition of the top achievers of the 2025 California Inland Empire Council popcorn sale.

1. From Friday August 1<sup>st</sup> to Sunday November 2<sup>nd</sup> registered Scouts who sell at least \$3,500 AND are in the top 75 in the Council qualify for the chance to spin!
2. 1 spin per \$1,500 sold.
3. All sales must be entered in the Trails End App!
4. ABSOLUTELY NO COMBINING OF SCOUTS WILL BE ALLOWED.
5. Scout must be present at the event to spin. No substitutes!
6. December Date TBD



# SPIN & WIN 2024!

Trail's End®





# CIEC CHAMPIONS!

Any Unit that achieves  
\$100K in Sales will receive  
authentic Champion Belt!



Any Scout that achieves  
\$10K in Sales will receive  
authentic Champion Belt!





# \$10K CLUB (5 Scouts 2023)

*Trail's End*®





# \$10K CLUB (10 Scouts in 2024)

*Trail's End®*



# COMMISSIONS

## Show & Sell | Take Order Commissions

TIER 1 - \$0 - \$14,999

27%

TIER 2 - \$15,000 - \$24,999

30%

TIER 3 - \$25,000 - \$34,999

32%

TIER 4 - \$35,000

36%

**Online Sales Commission – 30%**



# Return Policy

*Trail's End*®

- **Amnesty Return Days:**

- Thursday Sept 11<sup>th</sup> and Friday Sept 12<sup>th</sup>.
- Full cases.
- Unit can return 50% of amount ordered.

- **End of Sale Returns:**

- Unit can return up to 5%.
- Full cases.
- Unit must record H&H's donations to qualify.

# Order & Delivery Dates













*Trail's End*®

- **Show and Sell:**
  - Unit Orders Due – Mon July 28<sup>th</sup>
  - Distribution Days – Wed / Thurs / Fri - Aug 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup>  
Signup Genius for appts.
- **Replenishment Orders:**
  - Unit Orders Due – Sunday Nights (Beginning Sun Aug 10<sup>th</sup>)
  - Distribution Day – Thurs 2 pm to 6 pm  
Beginning Thurs Aug 14<sup>th</sup>; Signup Genius for appts.
- **Final Order:**
  - Unit Orders Due – Mon Oct 20<sup>th</sup>
  - Distribution Day – Wed Oct 29<sup>th</sup>. Signup Genius' for appts.



# Orders & Distribution

**Trail's End®**  
Scout Fundraising

	>>		20 Cases
Mid-Size Car			
	>>		40 Cases
Small SUV			
	>>		40 Cases
Crossover			
	>>		60 Cases
Mini-Van			
	>>		70 Cases
Large SUV			
	>>		70 Cases
Full-Size Van			

\*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.



# Key Dates

**Trail's End®**

**May 19<sup>th</sup> & 20<sup>th</sup>** – Unit Leader Meetings.

**July 22<sup>nd</sup> – July 24<sup>th</sup>** – Storefronts Claiming.

**July 28<sup>th</sup>** – Show & Sell Order Due.

**August 6<sup>th</sup> – 8<sup>th</sup>** – Show & Sell Distribution.

**August 8<sup>th</sup>** – Storefront Sales begin.

**Weekly Inventory Replenishments** – Orders in the system by Sunday night available for pickup at the warehouse on the following Thursday by appointment!

**Sept 11<sup>th</sup> & Sept 12<sup>th</sup>** – Amnesty Return Days.

**Oct 20<sup>th</sup>** – Final Orders Due.

**Oct 30<sup>th</sup>** – Final Order Distributed.

**Nov 7<sup>th</sup>** – Payments Due.

**Dec TBD** – Spin & Win Celebration!

**Dec TBD** – Ontario Reign Scout Hockey Night!

# TE WEBINARS

*Trail's End*®

## Both Leader & Scout Sessions

Leader Trainings begin July 10<sup>th</sup>

Scout Trainings begin Aug 7<sup>th</sup>

## Sign up TODAY!



REGISTER TODAY!

*Trail's End*®

**Register for the 2025 Sale!**

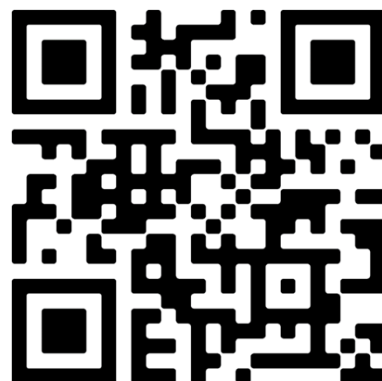
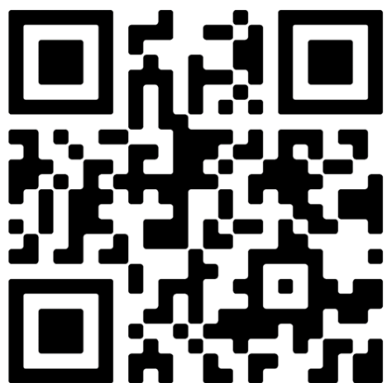


# Support

**Trail's End®**  
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

Soul Ruiz

- [soul.ruiz@scouting.org](mailto:soul.ruiz@scouting.org)
- (559) 593-2589

Becci Ault

- [Becci.Ault@trails-end.com](mailto:Becci.Ault@trails-end.com)
- (951) 833-4578

*Trail's End*<sup>®</sup>



★ LET'S GO!!