



2026 UNIT LEADER TRAINING

Trail's End®

CIEC Popcorn Support



Becci Ault

- Trail's End Storefront Director & Unit Mentor
- CIEC Board Member
- Troop 2017 Volunteer



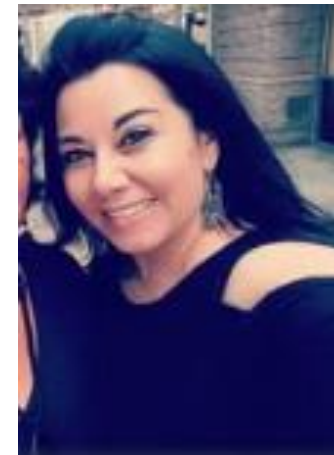
Ryan Lundberg

- Trail's End National Sales Manager
- Trail's End Representative for CIEC



Soul Ruiz

- CIEC Development Director
- CIEC Popcorn Staff Advisor



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

WHY TRAIL'S END



TRAIL'S END EXISTS TO MAKE SCOUTING POSSIBLE FOR EVERY CHILD

- You get convenient **Storefront hours with \$300/hour potential** for your Unit
- We pay all credit card fees
- Your Scouts get Rewards that motivate them to do their best
- You can manage the entire sale from your phone

Most important: we help Scouts build their confidence and level up their leadership skills.

WHAT'S NEW!

RUN THE SALE— FROM YOUR PHONE.

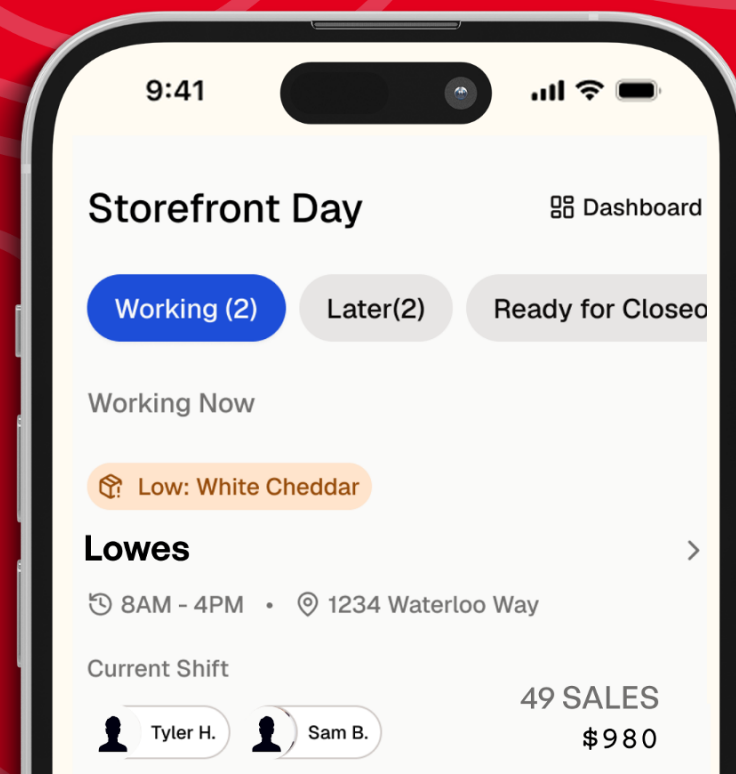
The new *Trail's End*[®] **LEADER PORTAL**

- Simplified, easy-to-use platform
- Faster loading and responsive
- Significant Storefronts enhancements*

*Certain features to be rolled out over the next 30-60 days



Launching
JUNE 3



Learn about
the new Portal
in a Live Q&A!
July 14-
August 19

The screenshot displays the Trail's End Leader Portal for Troop 0005 Bronxville, Greater Hudson Valley Council. The interface includes a left sidebar with navigation options: Home, Scouts, Storefronts, Sales, Orders, Inventory, Finances, Reports, and Program Overview. The main content area is titled 'Home' and welcomes the user back. It features several key sections: a 'Unit Sales Goal' section showing a progress bar at 0% of a \$192,850 goal; a 'Next Up' section with upcoming events and deadlines, including 'Unit Onboarding Deadline' (JUL 16, 2026), 'First Order Window Opens' (JUL 18, 2026), and 'Storefront Auto Assignment' (JUL 20, 2026); and a 'Storefronts' section showing auto-assigned hours and reservation budget. A right sidebar contains a 'Hi Becci' greeting, a 'Sign up for Live Q&A' link (highlighted with a red box), and other resources like 'Leader Training & Resource Materials' and '2026 Banner Purchasing'. The bottom of the page shows a mobile navigation bar with 'Home', 'Messages', and 'Help' icons.

UNIT
Troop 0005 Bronxville
Greater Hudson Valley Council

FUNDRAISER
Active
2026 Selling Campaign

Home
Scouts
Storefronts
Sales
Orders
Inventory
Finances
Reports
Program Overview

Go back to Council Portal
Support & Resources
Settings

BA Becci Ault
be_ault@yahoo.com

Home

Welcome back to your Trail's End Leader Portal 🌟

Unit Sales Goal
Progress toward your 2026 target

\$0
raised of \$192,850 goal

0%
0% of goal

Annual Rankings

Next Up
Upcoming events and deadlines

Unit Onboarding Deadline
JUL 16, 2026
Deadline to complete onboarding. This information is used to help prepare for an effective sale and is required for auto-assignment.

First Order Window Opens
JUL 18, 2026
When the window for your first unit order will open.

Storefront Auto Assignment
JUL 20, 2026
Units will be auto-assigned storefront hours to help jump start the planning process with less effort.

Storefronts
Your auto-assigned hours and reservation budget

View Storefronts →

Onboarding Complete 11/11

Hi Becci 🌟
How can we help?

Ask a question
Our bot and team can help

Sign up for Live Q&A

Leader Training & Resource Materials

2026 Banner Purchasing

Create a ticket
Storefront Escalation

Search for help

Home Messages Help

SET GOALS

Trail's End®

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



**BELIEVE YOU CAN AND
YOU'RE HALFWAY THERE.**

- Teddy Roosevelt

The Adventure Plan

Build you calendar

Set your Unit budget

Create fundraising goals



EXPLAIN WHY TO YOUR FAMILIES

Trail's End®

Boost Scout participation by sharing:

- Calendar & budget with parents
- Rewards and incentives with Scouts
- Unit & Scout goals to EVERYONE

Communicate throughout the sale to keep momentum!



Pack 62 Calendar

JULY	AUGUST	SEPTEMBER
21 Popcorn Kickoff @ Launch Trampoline Park	3 Popcorn Sale Starts 24 Back to Pack:	2 Chattanooga Trip Signup 14 Tiger/Lion Fun Day

OCTOBER

5 Webelos Workshop
Cub Adventure Day
16 Pack Meeting: W
18-20 Fall Family C
19 Jamboree on the
26 AOL Advance A

JANUARY

11 Stars & Strikes P
15 Pack Meeting:
Jedi Training/Fit
17 Cub Scout Lock-
25 Spin to Win Part

APRIL

11-13 Scout Show
16 Pack Meeting:
Bear Carnival
25-27 Spring Famil
Camping

• See Den Leader



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"

SAT. 11/2/24

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!

Wagon

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



STOREFRONTS

- View "Reserve Storefronts" for available hours
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" split to achieve your goals faster
- Pre-assigned hours: 2025 Sales
\$30k+ (100%) | \$10k - \$30k (50%) | New Units up to 25 hours

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.

Storefront Dates!

Storefronts

- All onboarding must be completed by: **7/10/2026**
- Stores will be auto assigned on **7/13/2026**
- Units can go in and claim additional stores **7/15/2026.**
 - **Remember – Units will be able to pick hours based off their goal and a small buffer**

THROUGHOUT THE SALE

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

DOWNLOAD REWARDS FLYER



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™

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**

PLUS

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

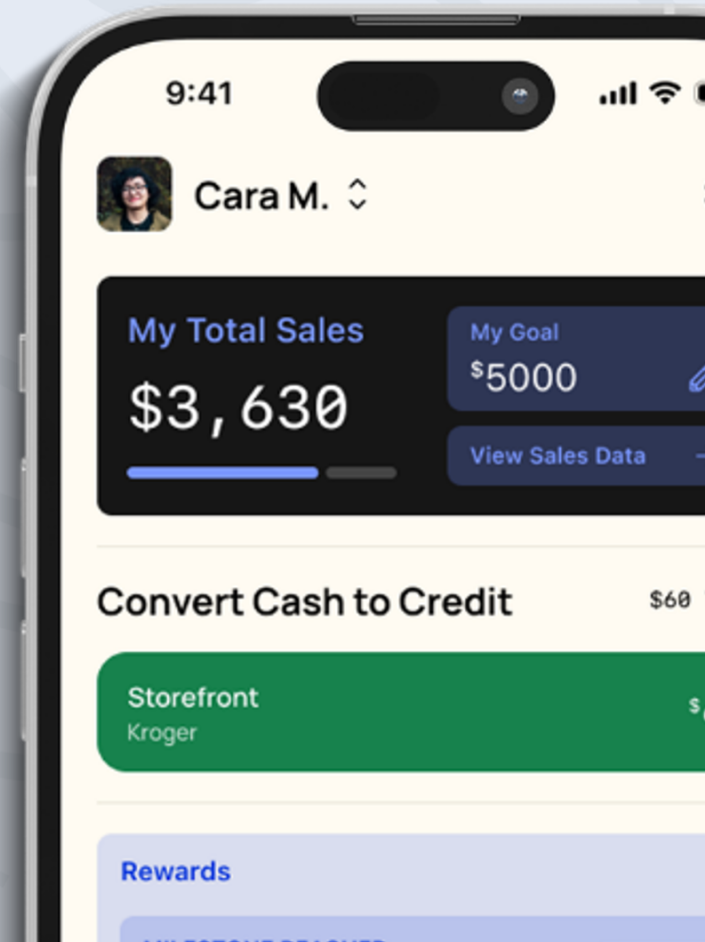


Scouts:

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

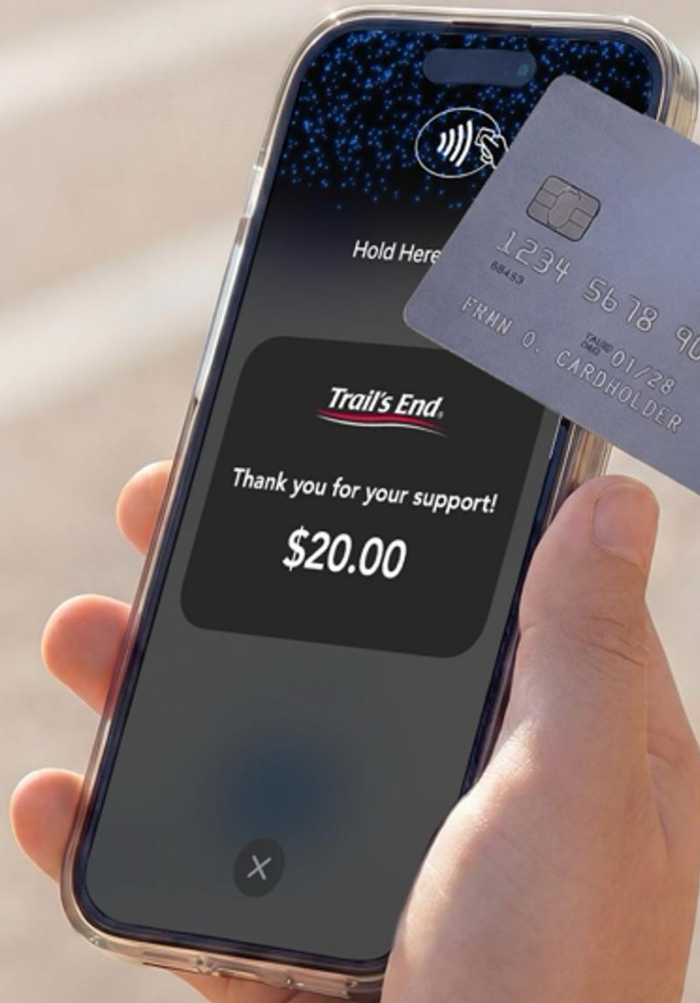
Parents:

- Quickly convert any cash at the end of every shift
- Rewards for Cash to Credit will be applied to shift cash sales according to Unit's split method



GO CASHLESS

Trail's End®



Encouraging credit card and tap-to-pay transactions makes it **faster, easier, and safer** for everyone . . . AND Scouts earn 4x more Rewards with credit!

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!

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.”

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

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%



Key Dates

- **July 8th** – Parent & Leader Virtual Popcorn Kickoff.
- **July 10th** – Unit Onboarding Deadline.
- **July 11th** – Scout Popcorn Bootcamp.
- **July 13th** – Storefronts Auto Assigned.
- **July 14th** - Parent & Leader Virtual Popcorn Kickoff. (Second Opportunity)
- **July 15th** - Storefronts Claiming Opens (7 pm PT)
- **July 25th** – Popcorn Power Salesmanship Merit Badge Workshop!
- **July 27th** – **Show & Sell Unit Popcorn Orders are Due!!!!**
- **August 5th – 7th** – Show & Sell Unit Popcorn Order Distribution.
- **August 7th** – 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!
- **September 8th** – Amnesty Return Opportunity – Return Order Form open on the Leader Portal.
- **Sept 10th & Sept 11th** – Amnesty Return Days (Product to be returned to Redlands Office by Appointment and must submit Amnesty Return order online prior to showing up)
- **October 14th** – Final Product Return Opportunity – Return Order Form open on the Leader Portal.
- **October 21st – 22nd** – Final Product Return Days (Product to be returned to Redlands Office by Appointment and must submit Final Product Return order online prior to showing up)
- **Oct 25th** – Final Orders Due.
- **Oct 29th** – Final Order Distributed.
- **Nov 6th** – Payments Due.
- **Dec 5th** – Spin & Win Celebration!
- **Dec 20th** – Ontario Reign Scout Hockey Night!

Order & Delivery Dates



- **Show and Sell:**
 - Unit Orders Due – Mon July 27th
 - Distribution Days – Wed / Thurs / Fri - Aug 5th, 6th, and 7th
Signup Genius for appointments
- **Replenishment Orders:**
 - Unit Orders Due – Sunday Nights (Beginning Sun Aug 9th)
 - Distribution Day – Thursdays 2 pm to 6 pm
Beginning – Thursday, August 13th Signup Genius for appointments
- **Final Order:**
 - Unit Orders Due – Sunday, October 25th
 - Distribution Day – Thursday, October 29th

Warehouse Location – Bee Imagine, 11751 Industry Ave., Fontana, CA 92337 (same as last year!)

Know your Order & Be Prepared

	>>		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.*

Return Policy

- **Amnesty Return Days:**
 - September 8th – Amnesty Return Orders Open in Leader Portal
 - Thursday Sept 10th & Friday Sept 11th (***Product returned to Redlands Office***)
 - Full cases only.
 - Unit can return 50% of amount ordered.
 - *Must have Amnesty Return Order submitted and Appointment Scheduled for Return*
- **End of Sale Returns:**
 - October 14th - Final Product Returns Orders Open in Leader Portal
 - October 21st & 22nd – Final Returns (***Product returned to Redlands Office***)
 - Unit can return up to 5%.
 - Full cases.
 - **Unit must record H&H's donations to cover return.**
 - *Must have Final Return Order submitted and Appointment Scheduled for Return*

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 2026 California Inland Empire Council popcorn sale.

1. Sales from Friday, August 1st to Saturday October 31st
2. Scouts who sell at least \$3,500 AND are in the top 75 in the Council qualify for the chance to spin!
3. 1 spin per \$1,500 sold.
4. All sales must be entered in the Trails End App!
5. ABSOLUTELY NO COMBINING OF SCOUTS WILL BE ALLOWED.
6. Scout must be present at the event to spin. No substitutes!
7. Saturday, December 5th

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!



When the Sale Ends

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



NEED HELP?



Support and FAQs

support.trails-end.com



Meet *Fin* - Trail's End's new Chatbot

Get live answers in the Portal!



Join Our Leader Community

fb.com/groups/TEPopcornCommunity

Council Support

Soul Ruiz soul.ruiz@scouting.org (559) 593-2589

Becci Ault Becci.Ault@trails-end.com (951) 833-4578

TAKE ME TO SUPPORT

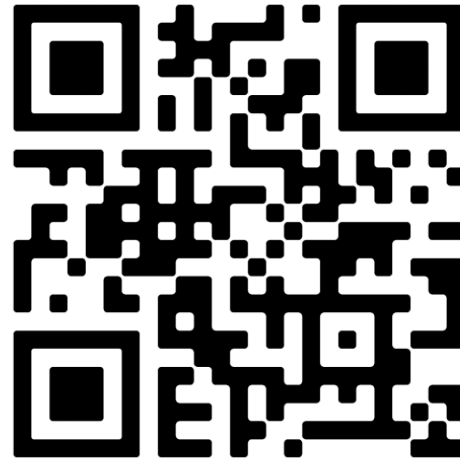
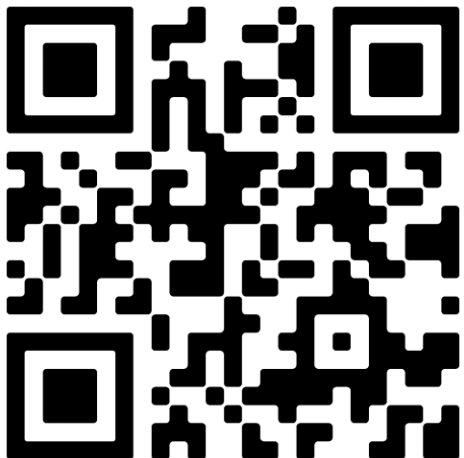


Support

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.

CIEC-POPCORN

Facebook Group

Join our local CIEC Popcorn Group for exciting updates, news and more.





SIGN IN.



HIT YOUR GOAL.



**GET ON WITH
SCOUTING.**

Trail's End®

**TAKE ME TO
THE LEADER
PORTAL**

