

THANK YOU!

For participating in The Adventure West Council's Fall Popcorn Sale. The sale achieves 3 objectives. 1st – our Scouts sell popcorn raising the funds needed for them to have a great year in Scouting; 2nd – a portion of the sale helps support our Council, allowing us to invest in our camps, programs, and in growing the Scouting movement; Lastly – the sale instills a strong work ethic in participating youth, encouraging them to earn their way to activities and events. The annual popcorn sale is a huge resource for our local Scouting programs.

CALENDAR

Virtual Leader Training: July 12th at 9:30am

Scout Kick-off:

10am-12pm

Saturday August 9th

Location TBD



Order #1 Due: Monday, Aug 4

Order Pickup: Aug 14-15

Amnesty Return Days: Sept 8-10

Order #2 Due: Monday, Sept 8

Order 2 Pickup: Friday, Sept 19

Storefront End Date: Sunday Nov 2

Order #3 Due: Monday, Nov 4

Order #3 Pickup: Friday, Nov 14

Final Payments Due: Monday, Nov 17

BIG SPIN PARTY: Saturday, March 7th

COMMISSION STRUCTURE

35% - Flat Rate on both Traditional & Online Sales
(Flat Rate will help families easily know how much they are raising to subsidize their Scouting adventures.

Example: Sell \$1,000 = \$350 in your Scout's Account.

ADDITIONAL INFO

- The sale does not have an official start and stop. Units can start selling online as early as they want.
- Dec. 15th is the last day sales count toward prizes but units can continue to sell after this date.

DELIVERY & PICK-UP INFORMATION

- Our Council provides multiple pick-up locations assigned by District. Pick-up times are set-up in advance. If you prefer a different pick-up location, please let us know.
- Order #1 is by the Case/Box, not individual bags.

AMNESTY DAY & PRODUCT INVENTORY

Popcorn is purchased by our Council and cannot be returned to Trail's End.

- Amnesty day is an opportunity for units who have either over-ordered, or their sale isn't going as planned, to return or decrease the amount of product they have.
- Returned product must be in good condition.
- Please submit your return request via the Trails End Leader Portal by Sept 8th and returned to one of our offices by the 10th.
- Units will be responsible to purchase any product they have after Sept 10th, including Order #2 and #3.
- No additional returns will be accepted, including additional product provided to your unit.
- While our council expects to have extra inventory available, units are encouraged to manage their own inventory and ensure their success. We expect our available council inventory to decrease as the sale comes to an end.

THANK YOU for your leadership and involvement in this important program.

www.awbsa.org/popcorn

CONGRATULATIONS TO OUR 2024 TOP SELLING SCOUTS!



<u>Rank</u>	<u>Scout</u>	<u>Sales</u>	<u>Unit</u>	<u>District</u>	<u>Rank</u>	<u>Scout</u>	<u>Sales</u>	<u>Unit</u>	<u>District</u>
1	Owen C	\$12,592	Pack 516	Wapiti	26	Gavin K	\$4,145	Troop 88	Bighorn
2	Latham T	\$11,085	Pack 6	Bighorn	27	Theofil S	\$4,049	Pack 190	Bighorn
3	Nate R	\$10,065	Troop 88	Bighorn	28	Jonathon W	\$4,000	Troop 12	Bighorn
4	Mason P	\$8,028	Troop 184	Bighorn	29	Aaron B	\$3,964	Troop 88	Bighorn
5	Caleb H	\$6,379	Troop 97	Bighorn	30	John A	\$3,940	Pack 673	Wapiti
6	Garrett K	\$6,149	Troop 1026	Thunder Basin	31	Joshua C	\$3,803	Troop 67	Wapiti
7	Connor S	\$6,015	Pack 57	Bighorn	32	William P	\$3,726	Pack 1013	Thunder Basin
8	Walter K	\$6,003	Pack 98	Bighorn	33	Sam H	\$3,704	Troop 12	Bighorn
9	John B	\$5,648	Troop 25	Golden Plains	34	Carson W	\$3,567	Troop 12	Bighorn
10	Nathan P	\$5,600	Pack 65	Wapiti	35	Landyn J	\$3,557	Troop 88	Bighorn
11	Zane C	\$5,547	Pack 65	Wapiti	36	Charlie W	\$3,536	Pack 65	Wapiti
12	Eli P	\$5,357	Pack 1013	Thunder Basin	37	James M	\$3,383	Pack 80	Wapiti
13	Zachary W	\$5,332	Pack 1013	Thunder Basin	38	Porter B	\$3,330	Pack 1013	Thunder Basin
14	Nathan S	\$5,313	Pack 62	Wapiti	39	Oaklee C	\$3,286	Pack 341	Wapiti
15	Marcus Z	\$5,165	Pack 6	Bighorn	40	Patricia P	\$3,272	Pack 1013	Thunder Basin
16	Myles B	\$5,099	Pack 190	Bighorn	41	Benjamin F	\$3,267	Pack 57	Bighorn
17	Aleck M	\$5,048	Pack 57	Bighorn	42	Wyatt M	\$3,193	Pack 1013	Thunder Basin
18	Vincent W	\$5,002	Pack 673	Wapiti	43	Sebastian J	\$3,173	Pack 341	Wapiti
19	Andrew D	\$4,867	Pack 65	Wapiti	44	Marcus M	\$3,168	Pack 159	Wapiti
20	Shane Y	\$4,839	Troop 88	Bighorn	45	Alex A	\$3,077	Pack 65	Wapiti
21	Riley N	\$4,541	Pack 62	Wapiti	46	Charles K	\$3,075	Troop 6	Bighorn
22	Gage J	\$4,404	Pack 1013	Thunder Basin	47	James T	\$3,070	Pack 8	Bighorn
23	Westin W	\$4,402	Pack 57	Bighorn	48	Jackson R	\$3,067	Troop 12	Bighorn
24	Jacob W	\$4,260	Troop 41	Golden Plains	49	Riley B	\$3,038	Pack 41	Golden Plains
25	Owen D	\$4,212	Pack 80	Wapiti	50	Sean J	\$3,035	Pack 341	Wapiti

CONGRATULATIONS TO OUR 2024 TOP SELLING UNITS!



<u>Unit</u>	<u>Sales</u>	<u>District</u>
Pack 1013	\$49,733	Thunder Basin
Pack 65	\$44,529	Wapiti
Troop 88	\$43,841	Bighorn
Pack 57	\$41,323	Bighorn
Pack 8	\$35,059	Bighorn
Pack 516	\$33,806	Wapiti
Pack 673	\$28,993	Wapiti
Pack 190	\$28,969	Bighorn
Pack 372	\$25,110	Wapiti
Pack 62	\$23,981	Wapiti

INCENTIVES!

Scouts will earn points based on their sales that accumulate toward Prepaid & eGift cards. Heroes and Helpers sales earn 1.75 points (credit & online) and 1.5 points (cash). App Credit & Online sales earn 1.25 points per \$1 sold. Cash is 1 point per \$1 sold. **Scouts MUST record their sales in the Trail's End App to qualify for all prizes and incentives.** Unit Kernels can assist in tracking missed sales or paper sales through the Trail's End Unit Leader Portal.

PARTICIPATION PATCH!

Scouts will receive a special patch for selling At least one item recorded in the app!

SCHOLARSHIP FUND!

Scouts that sell \$3,000+ will earn 4% of their sales toward a scholarship account!

(A minimum of \$3,000+ in sales is required to qualify. Checks are mailed directly to the qualifying Scout's parent in March with instructions on how to set up a scholarship account. No additional paperwork required)



BIG SPIN PARTY!

Our top 50 selling Scouts will be invited to the BIG SPIN Party on Saturday, March 7th. Scouts will spin the PRIZE WHEEL to earn fabulous prizes! For every \$2,000 of product sold, a Scout will earn a spin and a prize!

- Food, Fun, and Games!
- Recognition!
- Music!
- A "Top 50" Sellers Club T-Shirt!

CHAMPIONSHIP SELLERS!

Scouts that go above and beyond with their sale will receive our Championship Seller prizes!

\$5,000+ = Championship Ring with Scout's Name on it &

Free Cub World for Scout & Parent *(must be used within 2-years)*

Or \$250 off Summer Camp/High Adventure *(In Council Camps Only, stackable, must be used within 2-years)*



\$10,000+ = Championship Belt with Scout's Name on it!

\$20,000+ = Championship Experience



PREP

Register Your Unit

- Get started by registering
- New Leaders receive Leader Portal username after registration



<https://login.trails-end.com/unit-registration>

Set Unit & Scout Goals

- Start by planning your program - ask Scouts what they want to do
- Use the goal setting tool to create a budget
- Set your fundraising goal to achieve your program plan



<https://wh-wf-training.s3.amazonaws.com/Goal%20Setting%20Tool.xlsx>

Visit Leader Portal

- One place to manage everything!
- Reserve & manage Storefronts
- Access training page
 - Leader & Scout videos, Kickoff Presentation, Scout & Parent Guide, Rewards flyer
- Order popcorn & track inventory
- View Scout sales in real-time
- Submit rewards
- Claim Unit payout



<https://login.trails-end.com/>

Reserve Storefronts™

- Maximize sales by selecting "One Scout per shift"
- Entering a Unit goal is required to reserve (for participating Councils)
- Trail's End booked hours have \$300+ sales potential based on foot traffic & trained Scouts
- Reservations at Trail's End Storefronts from Fri-Sun that have no Scouts signed up for shifts will be auto-released each week at 8pm ET

RESERVATION SCHEDULE

Mon-Fri 3-4 hours
Sat & Sun 6-10 hours

8 PM ET	2024 SALES	RESERVATIONS
July 22	\$10k+	4
July 23	All Units	2
July 24	All Units	Unlimited

Rewards

- New eGift Cards*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Earn more with one Scout & Parent shifts
- Scouts receive more points with Heroes and Helpers, app credit & online

Scout Participation

- Explain "what's in it for Scouts / families" to participate
- Share goals & budget with parents
- All Scouts need a Trail's End account
 - Give Trail's End Unit Code to new Scouts to register
 - Returning Scouts use their 2024 username

*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms. 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. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older).

SELL

Best Practices

- You're not selling popcorn... you're selling Scouting!
- For Scouts...
 - Get a head-start with online sales in June/July
 - Record sales in Trail's End App
 - Enter donations received as Heroes and Helpers
 - Never ask customers to buy popcorn... it's to support you
- Ensure all shifts are filled or release for other Units
- Check Reserve Storefronts page on Thursdays at 8pm ET for auto-released hours

Heroes and Helpers™

- Trail's End ships products to military personnel and their families, first responders & local food banks
- Automatically added to Unit orders each night
- Scouts earn 1.75 points (credit & online) and 1.5 points (cash) per \$1 Heroes and Helpers sold

Trail's End App - Credit Sales

Faster, safer, higher sales, & Trail's End pays all fees!

- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware required
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually
- Scouts can share orders with customers to checkout on their device

Cash to Credit™

- Scouts receive an additional 0.25 point for every cash dollar converted to credit
- Points for Storefront cash converted are split among Scouts working the store that day
- Parents keep the cash and use their card to convert
- Leaders use their card to convert cash returned from Storefronts

WRAP UP

- Collect undelivered orders & cash from parents
- Place final popcorn order
- Submit Scout Rewards
- Request Unit payout or pay Council invoice
- Celebrate & enjoy your Scouting year!

Thank you for choosing Trail's End!



SUPPORT & FAQs

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



JOIN TRAIL'S END POPCORN COMMUNITY ON FACEBOOK

<https://www.facebook.com/groups/TEPopcornCommunity>

PREP

Trail's End App

New Scouts: download & register

- Use your zip code or Trail's End Unit Code

- Families can use the same email for multiple accounts, but each Scout needs their own account

Returning Scouts: download or update, and use your 2024 username

Families: login to all Scout accounts and easily switch accounts by tapping the arrows at the top of the app dashboard



<https://qrco.de/trails-end>

Explore the App

- Set your goal on the dashboard
- Customize your online fundraising page
- Sign-up for storefront shifts
 - View site instructions for store / setup details
- Watch storefront videos on Training page

Practice Your Sales Pitch

"Hi, my name is _____ (first name only!) and I'm earning my way to _____ (goal for your funds)! Can I count on your support?"

My favorite flavor is _____ (pick one!). If you don't have cash, don't worry, we prefer credit card!"

Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. If you cannot remember your sales pitch, say, "Will you help me go to Camp?" Even if the customer says no, always say, "Thank you" and "Have a good day."

Sales Tips

- Follow the Guide to Safe Scouting at all times
- Make a list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your field uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support



<https://www.facebook.com/groups/TEScoutParents>

Storefronts™

- Thank store managers & employees for supporting Scouting!
- Setup table near exit door, or where specified by store
- Enhance the shoppers' experience; do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Leave No Trace!

My Leader: _____

Phone / Email: _____

For more information, visit our FAQs →



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

SELL

Best Practices

- Record all sales in app, including donations
- Heroes and Helpers™: your customers can send products to military troops, first responders & food banks, while still supporting you!
- Follow-up with online customers who have not supported
- Set goal in the app & track your progress

Sales Methods

- Storefronts: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text; products will be ship to them.
- Scout Sales: sell to family & friends in person

Rewards

Choose the prizes you want by recording sales in the Trail's End App and collecting points towards eGift Cards!



- New eGift Cards*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Heroes and Helpers: 1.75 pts (credit & online), 1.5 pts (cash)
- Credit & Online: 1.25 pts
- Cash: 1 pt
 - Each sale only accrues points in the applicable category above in which it will earn the most points
- Cash to Credit™: receive additional 0.25 points for every cash dollar converted to credit
 - Points for Storefront cash converted are split among Scouts working the store that day
- Scan QR code flyer to view storefront & online bonuses!

<https://wh-wf-training.s3.amazonaws.com/2025%20Scout%20Rewards.pdf>

Trail's End App - Credit Sales

Faster, safer, higher sales, & Trail's End pays all fees!

- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware needed
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually or share orders with customers to checkout on their device

WRAP UP

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank customers
- Claim Rewards
- Choose the prizes you want with your eGift Card

Enjoy your Scouting year!

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NEW REWARD OPTIONS* – PICK ONE OR MULTIPLE!

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



Choose the prizes you want by recording sales in the Trail's End App and collecting points towards eGift Cards and Prepaid Cards

EARN MORE WITH
HEROES AND HELPERS™

	Points* (per \$1 sold)
Heroes and Helpers	1.75 (credit & online) / 1.5 (cash)
App Credit & Online	1.25
App Cash	1
Each sale only accrues points in the applicable category above in which it will earn the most points	
Cash to Credit™ Earn an additional 0.25 point per \$1 converted. Points for Storefront cash converted are split among Scouts working the store that day.	

EARN MORE WITH
ONE SCOUT & PARENT
STOREFRONT SHIFTS

2025 Bonus Rewards*

Jun 30 8pm ET - Nov 30 6:59pm ET

Sell \$500 or more per hour per Scout

- Earn 1 bonus point per dollar sold

Sell \$300-\$499 per hour per Scout

- Earn 0.5 bonus point per dollar sold

Sell \$500 or more online

- Earn 250 bonus points

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



EARN MORE! EASIER!
Download the Trail's
End App today

Trail's End Distributed Rewards earned in 2025 must be claimed by June 30, 2026.

**Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms. 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 and do not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older). Virtual Prepaid Mastercard is issued by Pathward®, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. No cash access or recurring payments. Can only be used in the U.S. where Debit Mastercard is accepted online, for phone/mail orders or in stores that accept mobile wallet. Card valid for up to 6 months; unused funds will forfeit after the valid thru date. Terms and conditions apply.*

OVER 70% STAYS LOCAL!*



**WHITE
CHEDDAR
POPCORN**
\$20



**SALTED
CARAMEL
CORN**
\$20



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



**POPPING
CORN**
\$20



**MICROWAVE
BUTTER
POPCORN**
\$25



SUPPORT OUR HEROES AND HELPERS™!

By providing your support to Scouting, you're helping bring heartwarming snacks to military personnel and their families, first responders and local food banks!



**MORE ONLINE PRODUCTS
& NUTRITIONAL FACTS**

ONLINE SCOUT ID:

Product images for illustration purposes only, actual product packaging may vary. Products, pricing and specifications subject to availability and change without notice. *Amount donated is calculated based on Trail's End Return to Scouts, see Terms & Conditions at portal.trails-end.com/legal/terms for details. All sales of Trail's End products may only be conducted by individuals authorized by Trail's End in compliance with all applicable terms of sale and agreements.

THANK YOU FOR YOUR SUPPORT!

70% of sales stays locally* and pays for summer camp, outdoor adventures, program expenses, and helps families who can't afford Scouting. Scouts who fundraise with Trail's End learn public speaking, goal setting, entrepreneurship, perseverance, and how to earn their way.



WHITE CHEDDAR POPCORN	SALTED CARAMEL CORN	SWEET & SALTY KETTLE CORN	POPPING CORN	12PK MICROWAVE POPCORN	HEROES AND HELPERS™
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NUMBER OF PACKAGES ORDERED

	NAME	STREET ADDRESS / PHONE NUMBER / EMAIL	\$20	\$20	\$20	\$20	\$25	\$1		AMOUNT DUE	DELIVERED ✓	PAID ✓
1									1			
2									2			
3									3			
4									4			
5									5			
6									6			
7									7			
8									8			
9									9			
10									10			
11									11			
12									12			
13									13			
14									14			
15									15			
16									16			
17									17			
18									18			
19									19			
20									20			
(add lines 1-20 and enter here)			GRAND TOTAL						\$			

SCOUT

UNIT

MY GOAL

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