



# 2026 Popcorn Kernel Guidebook



# NOTES

# 2026 At a Glance



- NEW for 2026: All popcorn products are \$20, except for the butter microwave, which is \$25. No more popping corn. It has been replaced with Sea Salt Popcorn.
- The maximum Storefront order allowed is 80% of last year's Storefront order. If you need more, submit a marketing plan.
- No product returns are allowed. Unit transfers are permitted if both parties agree. Please note that the unit giving away the product must initiate the transfers in Trail's End Portal.
- Base commission is 33%. Earn an extra 2% by attending one of the Council trainings.
- NEW for 2026-New rewards structure for points. Simpler to do the math.
- NEW for 2026: There is a new app you will use as a leader, and you can use it on your phone or tablet to perform all functions.
- NEW for 2026: New units can receive a credit of 1 case of each popcorn after you order and set up a storefront with sales. It will be credited to your account at the end of the sale.



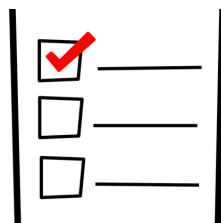


# Popcorn Checklist

How do you start? What is next?



- Register for the popcorn sale: <https://info.trails-end.com/registration>.
- Sign up for Trail's End Webinar and join the Trail's End Facebook group
- Attend Council Popcorn Trainings and build your popcorn team.
- Complete your unit's program plan for the year. Ideal Year of Scouting
  - Fill in the budget form with all of your activities for the year.
- Set your budget goal by calculating the cost of doing all activities.
  - Calculate the amount of popcorn you need to sell to meet the budget
  - Break goals down to an individual Scout by using the budget sheet on our website
- Add important dates to your unit's calendar, popcorn order dates.
- Schedule & plan out your unit's Popcorn Kickoff. Make it FUN
- Do a kickoff with games and prizes
- Determine incentives for youth that go above and beyond the Council
- Create a communication plan to reach all Scouting families.
- Highlight all the program activities the unit is planning to do
- Provide info on sales goals/ Scout- no out-of-pocket money
- Determine the best method of communication: email, phone, etc.
- Decide how often you plan to send out communication pieces.
- Provide selling instructions, how to download the app, payment, etc
- Put in first order on July 27<sup>th</sup> or September 4<sup>th</sup>
- Secure your storefronts in **July when they open up online- VERY IMPORTANT!**
- Set up a schedule for Scouts to sign up for the storefront shifts
- Coordinate to pick up popcorn at the appropriate warehouse
- Distribute popcorn to Scouts as needed for their shifts.
- Collect money from Scout families. Parents can pay with their credit card using the Trail's End App. Checks should be made out to your unit, not the Council.
- Pay the Council invoice if you owe money at the end of the sale.
- **Have FUN and ask if you have any questions that were not answered.**



# 2026 IMPORTANT DATES TO REMEMBER



## ADULT TRAININGS

Thursday- June 25th  
6:00 PM at Scout Service Center  
411 W. Boy Scout Way

Saturday- August 29th  
10 AM at Scout Service Center  
411 W. Boy Scout Way

Team's Meeting Available

## ORDER DATES

Show N Sell #1  
Monday,  
July 27<sup>th</sup> by 9 PM

Show N Sell #2  
Friday,, Sept. 4th  
by 9 PM

Final Order  
Monday, November 2nd  
by 9 PM



# GETTING YOUR POPCORN

## Where and When?

### Distribution Dates for 2026

*Show and Sell #1-Order Due -July 27<sup>th</sup> by 9pm*

#### Bigfoot and Three Rivers

Pick up at Devries Moving & Packaging  
Friday, August 14th, noon to 4 pm.

#### Mountain Lakes

Pick up at Aagesen Millworks  
Friday, August 14th

#### Appaloosa

Pick up at Dusty Fleener's house  
Friday, August 14th, times TBD

*Show and Sell #2-Order Due- September 4th by 9 pm*

#### Bigfoot and Three Rivers

Pick up at Devries Moving & Packaging  
Friday- September 18<sup>th</sup>- noon to 4 pm

#### Mountain Lakes

Pick up at Aagesen Millworks  
Friday, September 18<sup>th</sup>- Time TBD

#### Appaloosa

Pick up at Dusty Fleener's house  
Friday, September 18<sup>th</sup>- Time TBD

*Final Order- Order due by November 2nd, 9 pm*

#### All Districts

Pick up November 13<sup>th</sup>, 9 am to 5 pm  
Spokane Service Center



Mid-Size Car



20 Cases



Mini-Van



60 Cases



Small SUV



40 Cases



Large SUV



70 Cases



Crossover



40 Cases



Full-Size Van



70 Cases

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

# COUNCIL PRIZE LINEUP FOR 2026



## **\$10,000 CLUB**



If you sell \$10,000 or more, you will be eligible for the \$10,000 Club. You will receive a very special championship belt with your name on it.



If you sold over \$10,000 in products in 2025 and increased your sales by at least \$1 in 2026, you will be eligible for the championship ring. For example, if you sold \$12,000 in 2025 and \$13,000 in 2026, you would qualify for the special championship ring with your name on it..



## **\$2,000 CLUB**

Sell \$2,000 or more, and you will be invited to our celebration on Saturday, December 5<sup>th</sup>. We will have a spin-the-wheel for prizes and many more surprises. We are working on securing a location.

## **Top 10 Sellers in Council**

The top 10 sellers will be treated to a Spokane Chiefs Hockey Game on Saturday, December 5<sup>th</sup>. The top seller will be awarded a signed Spokane Chiefs Jersey.



# ADVENTURES AWAIT AND SALES PITCH

**\*\*This is all based on 50/50 split commission with your unit\*\***

Adventures/Registration	2026 COST	POPCORN TO SELL**
FUN DAY	Approx. \$40	12 bags of popcorn
Camp Grizzly Cub Resident Camp	\$250	72 bags of popcorn
Camp Grizzly Cub Resident with /parent	\$400	114 bags of popcorn
Trailblazers	Approx. \$30	9 bags of popcorn
Camp Easton	\$525	145 bags of popcorn
Camp Grizzly	\$500	143 bags of popcorn
Youth Registration/program fee	\$105	30 bags of popcorn

## SALES PITCH FOR SELLING YOUR ADVENTURES

“Hi, my name is \_\_\_\_\_ would you like to support

(first name only)

Me in my Scouting Adventures?”

If you don't have cash, don't worry; we will take credit cards.

### **NEVER, NEVER, NEVER**

Ask customers to buy popcorn!

It's to support you in your adventures!

Even if the customer says no, always say  
a “Thank you “ and “Have a good day”





## POPCORN TEAM FOR 2026



### Staff Advisor

DeAnne Heflin-Development Assistant

509-342-6815

DeAnne.Heflin@scouting.org

### Council Kernel

Dorothy Gorley

509-808-8015

gorleydorothy@gmail.com

### Distribution Chairs

Earl Criger- Mountain Lakes District

208-659-9721

idscouters@gmail.com

Dusty Fleener- Appaloosa District

208-310-1404

oldtroopguide@gmail.com

**\*\*Please contact DeAnne if you have any general questions about the sale or how much to order.\*\***

**\*\*Please contact Dorothy with questions about the Trail's End App and general questions.\*\***

**\*\*Earl and Dusty will be setting up the times for pick up in Mountain Lakes and Appaloosa.\*\***

# 2026 POPCORN PRODUCT LINEUP

**NEW FOR 2026  
SEA SALT  
POPCORN**



**\$20 BAG**



**\$20 BAG**



**\$20 BAG**



**\$20 BAG**



**\$25/BOX**

**Trail's End®**

# Trail's End REWARDS<sup>®</sup>

## 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<sup>®</sup> eGift Card, Prepaid Mastercard<sup>®</sup>, 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.**

**PLUS**

**1 bonus point per \$1 for Heroes And Helpers<sup>®</sup>**  
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.**



**DOWNLOAD THE TRAIL'S END APP<sup>®</sup> TO START EARNING**

## Here's what Scouts earn with all credit sales:

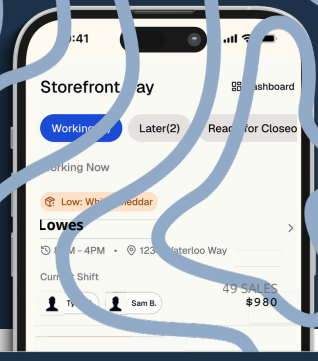
SALES LEVEL	BASE POINTS (4 POINTS PER \$1)		LEVEL BONUS POINTS		TOTAL POINTS	\$ REWARDS	WHAT YOU COULD GET
<b>\$25,000*</b>	100,000	+	235,000	=	335,000	<b>\$3,350</b>	<b>Family Vacation</b>
<b>\$15,000</b>	60,000	+	140,000	=	200,000	<b>\$2,000</b>	<b>High Adventure</b>
<b>\$10,000</b>	40,000	+	70,000	=	110,000	<b>\$1,100</b>	<b>Canoe</b>
<b>\$7,500</b>	30,000	+	50,000	=	80,000	<b>\$800</b>	<b>3D Printer</b>
<b>\$5,000</b>	20,000	+	30,000	=	50,000	<b>\$500</b>	<b>Gaming Console</b>
<b>\$4,000</b>	16,000	+	21,500	=	37,500	<b>\$375</b>	<b>Day Camp</b>
<b>\$3,000</b>	12,000	+	13,000	=	25,000	<b>\$250</b>	<b>Hiking Backpack</b>
<b>\$2,000</b>	8,000	+	3,000	=	11,000	<b>\$110</b>	<b>Drone</b>
<b>\$1,500</b>	6,000	+	1,500	=	7,500	<b>\$75</b>	<b>Camping Tent</b>
<b>\$1,000</b>	4,000	+	500	=	4,500	<b>\$45</b>	<b>Video Game</b>
<b>\$600</b>	2,400	+	100	=	2,500	<b>\$25</b>	<b>Water Bottle</b>

**\*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>.

Trail's End®

# 2026 Leader Guide



Bass Pro

56 SALES  
\$1,120



## New to Trail's End?

Register here: [login.trails-end.com/unit-registration](https://login.trails-end.com/unit-registration)

## start

### Loginto the Leader Portal

- Complete "Plan Your Fall Fundraiser" so Trail's End can secure Storefront hours for your Unit

### Set Goals

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

### Manage Storefronts

- View "Reserve Storefronts" for available hours.
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" to achieve goals faster

### Throughout the Sale

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

### When the Sale Ends

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

## finish



## Heroes and Helpers®

Units earn commission, Scouts earn bonus Rewards, and Trail's End delivers heartwarming snacks to military personnel and their families, first responders and local food banks.

## 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.

## TRAIL'S END APP®

### 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

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



## GO CASHLESS Trail's End pays all credit card fees.

Tap-to-Pay is integrated directly into the App, making transactions **faster, easier, and safer** for everyone

... AND Scouts earn more Rewards with credit!



Join Our Leader Community  
[fb.com/groups/TEPopcornCommunity](https://fb.com/groups/TEPopcornCommunity)

Support and FAQs  
[support.trails-end.com](https://support.trails-end.com)



Meet *Fin* - Trail's End's new Chatbot  
Get live answers in the Portal!