



2025 Popcorn and Peanut Sale

Leaders Guide



Why Sell Popcorn and Peanuts?

- Scouts get to help “pay their own way” in their Scouting adventure
- Earn funds so your unit can create more lasting memories together
- Scouts get real-world experience in salesmanship
- Be seen in the community and share the great things your Scouts are doing with customers
- Help support your council to continue making improvements to program and facilities

3 Ways to Sell

- Show and Sell
 - Unit places order through Trails End website
 - Product is shipped to council designated pickup location
 - Unit picks up their pre-purchased product and can begin selling it to customers
 - Show and Sell locations reserved by Trail’s End . All times must be reserved through Trail’s End Portal
 - Tuesday, July 22: Units that sold \$10k+ in ‘24 may reserve 4 show and sell times
 - Wednesday, July 23: All units may reserve 2 show and sell times
 - Thursday, July 24: All units open to reserve full number of show and sell times
- Online (Trails End)
 - Customer purchases product from individualized link provided by the Scout
 - Product is shipped directly to the customer
 - \$5.99 flat shipping fee
- Take Order
 - Customer purchases product from individualized link provided by the Scout
 - Product is shipped to council office and then picked up by unit leader to be distributed to customer
 - No shipping cost

2025 Trails End Product Mix

OVER 70% STAYS LOCAL!*



**WHITE
CHEDDAR
POPCORN**
\$20



**SALTED
CARAMEL
CORN**
\$20



**BUTTER
POPCORN**
\$20



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



**POPPING
CORN**
\$20



**MICROWAVE
BUTTER
POPCORN**
\$25



**CHOCOLATEY
PRETZELS**
\$30



**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 Scout. See Terms & Conditions at trails-end.com/legal for more details. No portion 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.

Additional products also available for online purchase at <https://trails-end.com/>

Place orders directly through Trail's End Online Leader Portal



2025 Whitley's Peanuts Product Mix

Brochure Products			
Product Description	Size	Case Pack	Price
Honey Roasted Virginia Peanuts	20 oz. Tins	12	\$33.00
Salted Jumbo Cashews	12 oz. Tins	12	\$30.00
"Home-Cooked" Salted Virginia Peanuts	20 oz. Tins	12	\$28.00
Dark Chocolatey Covered Almond Clusters	10 oz. Tins	12	\$27.00
Virginia Trail Mix	14 oz. Tins	12	\$25.00
Whit's Party Mix	10.5 oz. Tins	12	\$25.00
Milk Chocolatey Covered Peanut Clusters	10 oz. Tins	12	\$22.00
Dark Chocolatey Covered Peanut Clusters	10 oz. Tins	12	\$22.00
"Homemade" Peanut Brittle	10 oz. Tins	12	\$22.00
Honey Roasted Virginia Peanuts	12 oz. Tins	12	\$21.00
Hot Honey Virginia Peanuts - New!	12 oz. Tins	12	\$20.00
"Home-Cooked" Salted Virginia Peanuts	12 oz. Tins	12	\$20.00
Additional Peanut Products (For Show-And-Sell Only)			
Product Description	Size	Case Pack	List Price
Honey Cinnamon Almonds	13 oz. Tins	12	\$30.00
UNsalted Peanuts	12 oz. Tins	12	\$20.00
Salt & Ground Pepper Virginia Peanuts	12 oz. Tins	12	\$20.00
Salt & Vinegar Virginia Peanuts	12 oz. Tins	12	\$20.00
Crabby Chesapeake Virginia Peanuts	12 oz. Tins	12	\$20.00
Sweet & Savory Barbecue Virginia Peanuts	12 oz. Tins	12	\$20.00
Hot Jalapeno Ranch Peanuts	12 oz. Tins	12	\$20.00
Roasted Salted in Shell - Burlap Bag	12 oz. Bags	12	\$13.00
Additional Nut Mix Products (For Show-And-Sell Only)			
Product Description	Size	Case Pack	List Price
Whit's Party Mix	18 oz. Tins	12	\$40.00

Place Whitley's nut order through Council provided Google Form

2025 Key Dates

- Wednesday, June 25: Council Popcorn Kickoff at Council Service Center
- Wednesday, July 16: Unit Show & Sell orders due through Trail's End portal (popcorn) or council Google Form (nuts)
- Saturday, August 2: Product distribution (Show & Sell), sale begins!
 - Location tbd
- Monday, October 27: Unit Take Orders due through Trail's End portal (popcorn) or to council Google Form (nuts)
- Saturday, November 8: Take Order distribution
 - Location tbd
- Friday, December 5: Payments due to council

Commission/Incentives

- Base Commission-30%
- Unit logs 90% of sales in the app in real time: +2% bonus
- Unit averages sales/Scout=\$300 (August 31st membership): +2% bonus
- Unit exceeds Council provided goal: +2% bonus
- Total Commission Possible: 36%
- Scouts who sell \$5,000 of popcorn earn a Free Week at Camp Old Indian Summer Camp 2026 or Cub Scout Day Camp 2026
- 12 Weekly Drawings to Win!
 - Scouts that sell \$200 in a week can enter to win their choice of:
 - ♣ 4 tickets to 2026 Greenville Drive regular season baseball game
 - ♣ 4 tickets to 2026 Greenville Swamp Rabbits regular season hockey game
 - ♣ 4 tickets to 2026 Greenville Triumph/Liberty regular season soccer game
 - ♣ \$50 Greenville Scout Shop Gift Card
- Top 3 sellers in council choose 1 of the following:
 - ♣ 4 tickets to 2026 Clemson basketball game (non-conference)
 - ♣ 4 Day Passes to Great Wolf Lodge
 - ♣ 2 tickets to a 2026 Atlanta Braves baseball game

New to Popcorn Sale Unit Promotion

- For units who did not sell popcorn in 2024
 - Units receive 2 free cases of white cheddar popcorn (Trails End's best seller)
 - Unit receives 100% commission on this product if they sell at storefronts and sell on the Trails End app

Contact

Mike Olson – Development Director

Mike.Olson@Scouting.org

443-883-6079

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



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

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

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.

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