



2025 Council Popcorn Sale Unit Guidebook



MOUNT BAKER COUNCIL
BOY SCOUTS OF AMERICA



Serving Snohomish, Skagit, Island, Whatcom, and San Juan Counties



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2025 Popcorn Sales Calender

June

28 Popcorn sale kick-off meeting

July

1 Online Sales begin to count toward unit commissions

22 Begin reserving site sale blocks (see page 9)

August

1 Popcorn orders due from units

22 Popcorn distribution (see page 9)

22 Site sales and wagon sales begin

September

8 Second popcorn orders due from units

8.9 50% Amnesty return day

19 Second order distribution

29 Third popcorn orders due from units

October

10 Third popcorn order distribution

26 Last day of all sales (for commission credit)

26 Undelivered wagon sales due from units

27.28 5% return inventory

November

1 Submit choices for Silvertips tickets or hand warmer

14 Undelivered wagon sales distribution

15 Submit gift card orders in Trail's End platform

22 Target date to release gift cards to families and money due to council

December

6 Target date to deliver prizes and patches to scouts

Leadership Contacts

Mount Baker Council

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Asst. Council Kernels	Olivia Garza	360-333-2144	ncdpopcorn@gmail.com
District Director	Andy Mason	209-534-5369	Andy.Manson@scouting.org
District Executive	Andrew Shepard	206-612-4734	Andrew.Shepherd@scouting.org
District Executive	Nicholas Fortner	251-229-3011	Nicholas.Fortner@scouting.org
Development Director	Rich Good	425-341-0297	Richard.Good@scouting.org

New in 2025

For returning unit kernels not inclined to read the whole guidebook, the following is a list of important changes to Mount Baker's popcorn sales for 2025.

- ☐ Contactless Payment Features (pg. 8)
- ☐ Improved Pay Now Functionality (pg. 8)
- ☐ 2025 Return Policy (pg. 8)
- ☐ New Reservation Blocks (pg. 9)
- ☐ Gift Card Release Timeline (pg. 10)
- ☐ 2025 Product Selections (pg. 17)



Why Sell Popcorn?

On any given weekend, Scouts and their families choose between a unit's planned activity and a dozen other opportunities. One key to maintaining and growing a unit is to provide a program that is higher quality and more exciting than those other opportunities and, while a Scout is Thrifty, high-quality programs take money. The money raised from popcorn sales enables great programs for units and funds incredible Scouting adventures. Units can dream big, whether it's Cub Scout day camp, Scouts BSA summer camp, a pack's spectacular pinewood derby event, or a troop's high adventure trip.



While other fundraising opportunities available to units may provide a higher commission on a percentage basis, popcorn sales are superior on a dollar basis. Most Scouts will exceed \$100.00/hour during a site sale. Assuming the unit qualifies for the bonus commission, this results in the equivalent earnings of \$35.00/hour. During peak hours, it's possible for those results to double. With a few hours of work from each Scout in a unit, the sky is the limit for a unit's program.

The Council's 2025 popcorn budget shows that units and Scouts are the clear winners of their efforts with 37.4% of revenues going toward unit commissions and Scout prizes. (Plus, Scouts also earn the Amazon gift cards provided by Trail's End!) The popcorn sale also provides significant support for Mount Baker Council. As the council's largest fundraiser, popcorn sales provide about 18% of the council's total budgeted revenue.

2025 Popcorn Budget		
Total Popcorn Sales	\$905,000.00	100%
Expenses		
Product Costs	\$289,600.00	32%
Selling Expenses	\$9,775.00	1%
Commissions & prizes		
Commissions	\$316,750.00	35%
Prizes	\$27,150.00	3%
Council Profits	\$262,450.00	29%

Mount Baker Council uses these funds to provide recruitment support, training, administrative support, camping services, registration and advancement support, marketing support, and professional staff.

Ways to Sell Popcorn



Site Sales

Site sales are those sales where units set up a table in front of a storefront or other location. Trail's End largely handles arranging these sales and kernels reserve locations for their unit in the leader portal.

This is often the most productive method of sales because Scouts can see the greatest number of people in the shortest period. Trail's End has data showing an increasing number of shifts can result in more than \$500 of sales per hour.

Wagon Sales

Wagon sales are sales or pre-orders made door-to-door, to family and friends, at a parent's place of employment, etc. Scouts may take inventory with them (in a wagon!) for a door-to-door sale and deliver the popcorn at the point of sale. Alternatively, these sales may be preorders (also known as undelivered orders) which will be delivered following the conclusion of the council's sale season.

Online Direct

Online direct sales occur through Trail's End's website. Scouts can create a personal page featuring photos, favorite products, and progress toward goals that can be shared by email and social media. Purchases are shipped directly to the customer, making it a great option for out-of-town supporters.

Some products available online are not sold locally (coffee, candy, beef jerky, etc.). Prices may differ from the prices used locally and shipping and handling varies. Online sales only count toward unit commissions during our sales season, but Trail's End provides reward points all year long! Lastly, Trail's End may offer promotions for online sales which are not available for site sales and wagon sales.

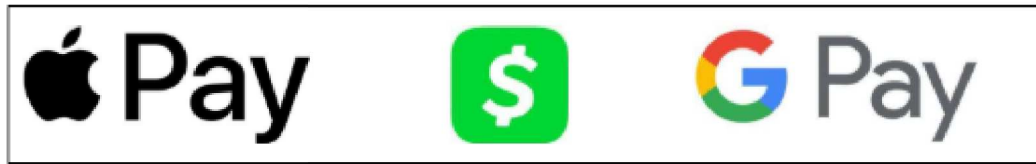
Credit and Debit Cards

Credit and debit card transactions are strongly preferred over cash sales. Units pay no transaction fees and Trail's End provides more reward points to Scouts for card sales than cash sales. Most important to unit kernels, card sales make record keeping significantly easier and may eliminate the need for a unit to write a check to the council at the end of the sale season.

While credit and debit card numbers can be typed into the Trail's End mobile app, mobile card readers from Square are the most efficient manner to accept cards. Readers can be purchased by units or Scout families and are specific to Android or Apple phones.

Contactless Payment

Some Square mobile card readers will also support contactless cards, Apple Pay, and Google Pay. The Trail's End app will include the ability to send a customer a text message with a link that will provide the customer with the ability to pay for a purchase with Apple Pay, Cash App Pay, or Google Pay.



Pay Now Function

The Pay Now function in the Trail's End app allows a Scout's parent to log cash transactions in the Trail's End app during wagon sales and then, rather than turning the cash into the unit, the parent could "buyout" the cash by using a personal credit or debit card and keep the cash. This was a great way to reduce the cash handling burden for units.

The Pay Now function will be available for both wagon sales and site sales and Trail's End will offer bonus points for these card transactions! This improvement is a big win for Scout families and unit kernels. Scouts will be prompted at the end of a shift to run a Pay Now transaction and will have 30 minutes from the end of the shift (as defined by the shift setup) to make the payments. Reward credits will be split based on the storefront split (if more than one Scout is selling during the shift).

Commissions and Other Council Policies

Commissions

The following commissions apply for sales occurring between July 1, 2025, and October 27, 2025.

Units earn a 35% base commission for site sales, wagon, and online sales (including those sold as undelivered) across the board.

Product Transfers

District kernels can help connect units and facilitate transfers when one unit has too much of a product or needs more of a product. Transfers are processed in the Trail's End system; a transfer will not be complete until both units approve the transaction in the system at which point the inventory change will be reflected in each unit's inventory numbers.

Return Policy

New in 2025, units may return half the amount of their first order of unsold popcorn to the council on 9-8 & 9-9 and 5% at end of sale 9-27 and 9-28 (Calendar page 3)

Damaged Product

If you received a product that is damaged (bags not completely sealed, bags torn because they are taped into the box, broken lids on jars of popcorn kernels), send your district kernel a photo of the product, a photo of the UPC, and provide a brief description of the damage. Your district kernel can either replace the product or remove it from your inventory. Products damaged because of sun/heat exposure is not covered.

District Distribution Sites

The locations for units to pick up inventory are as follows:

Salish Sea and Pilchuck

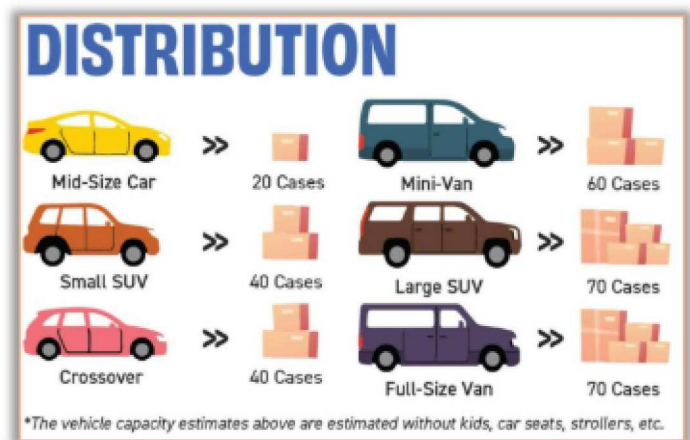
To Be Determined

North Cascades

3225 Woburn
Street
Bellingham,
WA 98226

1476 Moore Street
Sedro Wooley, WA 98284

District kernels will use SignUpGenius or another method of coordinating times for units to pick up the unit's popcorn. Hint: units who volunteer the morning of distribution will receive priority pick-up! Plan ahead and recruit volunteers (with large vehicles!) to help your unit transport its popcorn from the distribution center. The graphic to the right can help units gauge how many vehicles may be required.



Reserving Site Sales

Most locations are secured for the council by Trail's End. If you have an idea for another site, please share it with your district kernel to double check against our "do not contact" list. If your unit reserves a site but will not be able to use it or it will be underutilized, please consider removing the reservation as early as possible to allow another unit an opportunity at the site.

2025 Site Sale Reservations

Units will reserve "blocks" rather than a full day at a specific site. A block is typically four to six hours depending on how many total hours are available at a site in the day. (For most weekend days, two blocks will equal a full day.) Blocks will continue to be divided into shifts for Scouts to reserve.

The timeline to reserve blocks is standardized across all councils working with Trail's End. Units will be able to reserve blocks at 9:00 am PST each day according to the following schedule:

- ☐ July 22 \$10,000+ units may reserve four reservation blocks within their district.
- ☐ July 23 All units may reserve two reservation blocks within their district.
- ☐ July 24 All units may reserve unlimited reservation blocks within their council.

Unclaimed weekend reservations will be auto released each week on Thursday @ 8pm EST

Heroes and Helpers Donations

Cash donations collected during site sales and wagon sales must go toward the unit's popcorn sales and cannot be diverted directly to the unit. The council is dependent upon Heroes and Helpers money to pay for unsold popcorn and Scouts do not earn points toward Amazon gift cards when the money is used inappropriately.

With the opportunity to earn a bonus reward from Trail's End if Scouts sell \$500/hour per Scout for any two-hour shift, recording Heroes and Helpers Donations during a shift is very important.



Gift Card Release

Gift cards earned from Trail's End rewards can be released prior to a unit paying its invoice from the council. This is expected to speed delivery of the Amazon gift cards to Scouts and will be a strong focus on making sure the gift cards are available prior to Black Friday.

Individual Youth Accounts

The following is an excerpt from the BSA's Product Sales Guide.

Funds raised by the unit from product sales belong to the unit [not the Scout]. They may not be transferred to the Scout or another unit but may be re-assigned to units sponsored by the same chartered organization, such as when a Scout moves from Cub Scouts to Boy Scouts or Boy Scouts to Venturing. The unit committee is responsible for expenditures from unit funds for the benefit of the unit. Unit funds may be used to reduce the cost of participation, including the cost of attending camp or obtaining uniforms. They may be used to provide financial assistance or awards to individual Scouts based upon their level of participation generally or in specific activities benefiting the unit, chartered organization or community, attendance, advancement and/or need. Unit funds may be used to buy equipment for the unit or for any other legitimate need of the unit.

The Unit Popcorn Kernel

What makes an amazing popcorn kernel? It's not months on end of sleepless nights due to re-counting inventory and driving all over the county to deliver popcorn. Great popcorn kernels inspire others to help fund an amazing Scouting program; they create a team and delegate responsibilities; they organize and communicate; they motivate through challenges and celebrate success.

Tips for Success

Before the Sale

- ☐ Create a team of assistants to help throughout the sales season.
- ☐ Join the Trail's End Popcorn and Mount Baker Council Popcorn groups on Facebook.
- ☐ Bookmark www.mountbakerbsa.org/events/popcorn to access to an electronic version of this guidebook, more tools for unit kernels and Scout families, and other reference materials.
- ☐ Learn to use the unit leader portal, including the training videos, FAQs, and other resources.
- ☐ Be familiar with the Trail's End mobile app so you can support Scouts and families.
- ☐ Use the unit's annual budget to develop the unit's sales goal and per-Scout sales goal.
- ☐ Order inventory and reserve site sale locations according to the calendar.
- ☐ Lead a popcorn kickoff meeting before the season starts.
- ☐ Help Scouts create a personal sales goal. For motivation, use Trail's End's Amazon gift cards, council prizes, council weekly raffles, and any unit incentives.
- ☐ Provide the kickoff meeting presentation and annual budget to your district kernel to qualify for the bonus commission.
- ☐ Ensure all Scouts are registered with Trail's End and all families download the Trail's End app.
- ☐ Encourage the use of the mobile app for all sales. (This will make your life easier!)

During the Sale

- ☐ Communicate regularly with Scouts and families about shifts available during site sales.
- ☐ Motivate Scouts and families to sign up for site sales and do wagon sales using the unit's sales goals and the Scouts' personal sales goals.
- ☐ Celebrate achievements throughout the season (a sticker for a Scout's first sale, a small prize for the week's highest seller, an award for Scouts that sold in a wagon sale in a certain week).
- ☐ Develop a system that works for your unit and your personal schedule to distribute inventory ahead of site sales or check-out popcorn for a wagon sale.
- ☐ Monitor inventory closely when checking inventory out or in for site sales.
- ☐ Communicate with your district kernel about inventory needs or surpluses.
- ☐ Encourage use of the Pay Now function to reduce the amount of cash you handle.
- ☐ Ensure all Heroes and Helpers donations are recorded in the Trail's End mobile app.

After the Sale

- ☐ Work with your district kernel to fill any undelivered orders from existing district or council inventory. (Sorry, no undelivered orders for chocolate pretzels in 2024.)
- ☐ Review the final sales records for accuracy and escalate any issues.
- ☐ Ensure any inventory returns are completed within the window stated in this year's calendar.



- ☐ Process Amazon gift cards in the unit leader portal as soon as possible after the final day of sales to ensure the gift cards get to Scouts and their families in a timely manner (preferably prior to Black Friday).
- ☐ Request your unit's payout in the Trail's End leader portal or, if applicable, pay the unit's invoice before the deadline in this year's calendar.
- ☐ When prompted by your district kernel, gather prize selections from Scouts (Everett Silvertips tickets or the alternative prize) and submit to your district kernel in a timely manner.
- ☐ Celebrate your unit's and Scouts' accomplishments.
- ☐ Thank your assistants and pat yourself on the back. The council is incredibly appreciative of your support in this critical fundraiser!

Tips from Top Selling Units

The council collected tips from the kernels of top-selling units in May 2024. Here are some of their secrets to success that may work for your unit.

Demonstrate Popcorn's Value to Parents

- ☐ Promote "Powered by Popcorn" events to highlight the connection between popcorn sales and great program events that the unit pays for.
- ☐ Create a "Pack Points" system where sales equate to points, and points can be redeemed to cover recharter fees, a new uniform, a weekend campout, etc.
- ☐ Refund a portion of recharter dues for certain thresholds: 10% for one threshold, 50% for another, and 100% for the highest.

Motivate Scouts

- ☐ Hold weekly raffles of small prizes (candy, dollar store toys, etc.). Offer a ticket for every \$300 in sales or use other metrics, such as online sales, wagon sales, first time sellers, etc.
- ☐ Think outside of a pie-in-the face. Have a leader dye his or her hair or shave his head or beard. Require every Scout in the unit to reach a certain goal for this award to incent broad participation.
- ☐ Reward "No" responses. Provide candy or another awards when a Scout is told "No" a certain number of times to incent perseverance. Parents can help, too, by – for example – providing additional screen time if a Scout is told "No" a certain number of times.
- ☐ Create a sales goal which, if a Scout meets, he or she can pick a Powered by Popcorn event for the whole unit.
- ☐ Ensure Scouts know how close they are to the next prize from the unit, the council or Trail's End.
- ☐ Provide a large prize, such as a Nintendo Switch (currently \$250 at Wal-Mart), for the top seller.
- ☐ Look for businesses, such as Chick-fil-A, that will donate gift cards (or stuffed cows) for prizes.

Support Scouts and Families

- ☐ Have experienced parents support first time parents at the start of their first shift.
- ☐ Have experienced Scouts (or a Scouts BSA Scout) support first-time Scouts on their first shift.

Balance the Workload

- ☐ Consider two or more locations for inventory check in and out. Possibly assign locations to dens.

Unit Popcorn Kickoff Meeting

The unit's popcorn kickoff meeting is critical to the success of its popcorn sale. The three primary goals of the meeting are:

1. **Inspire Scouts and Families.** Share the impact of popcorn sales on the unit's annual program and highlight the prizes and gift cards a Scout can earn for doing well.
2. **Encourage Participation.** Help Scouts and families overcome obstacles by sharing tips, providing examples of good sales practices, and explaining the technology behind the sales.
3. **Set Expectations.** Let families know how they will work with the unit kernel and assistants to sign up for site sales, get or return inventory and supplies for site and wagon sales, use the Trail's End app, manage cash, and support their Scouts and the unit.

A presentation and/or handout for the popcorn kickoff meeting may include:

- ☐ The unit's budget or the costs of events in the next year's program.
- ☐ The unit's sales goal and per-Scout sales goals.
- ☐ A primer on the three selling methods: site sales, wagon sales, and online sales.
- ☐ Tips for successful sales (See "Site Sales" on page 14.)
- ☐ Information on how to use the Trail's End mobile app.
- ☐ Details of the commissions, prizes, and gift cards that can be earned.

The unit may also want to include the following ideas into its popcorn kickoff meeting:

- ☐ Discuss the benefits of popcorn sales:
 - o Opportunities for stronger unit programs.
 - o Reduce financial barriers to participating in Scouting.
 - o Learn skills by selling popcorn:
 - ☐ Goal setting
 - ☐ Decision making
 - ☐ People Skills
 - ☐ Money management
 - ☐ Salesmanship
 - o Advancement opportunities.
- ☐ Recognize the prior year's top sellers.
- ☐ Provide strong examples of sales pitches from prepared Scouts.
- ☐ Practice sales pitches through role-playing exercises.
- ☐ Discuss safety guidelines.
- ☐ Create and record personal goals.
- ☐ Choose a celebration event if the unit sales goal is met (pizza party, bowling, trampoline park, etc.)

Tips for Successful Sales

Site Sales

Site Sale Tips for Adults

- ☐ Arrive early.
- ☐ Confirm with the store's staff where to set up if you're unsure.
- ☐ Ensure the table and surrounding area is clean, organized, well-stocked, and looks professional.
- ☐ Remain with your Scout. Don't forget two-deep leadership and Scouting's other barriers to abuse.
- ☐ Use positive reinforcement and help your Scout stay motivated to reach a goal.
- ☐ Allow Scouts to lead conversations and answer questions.
- ☐ Begin counting final inventory and prepare to hand off the site to your replacement early to ensure a smooth transition. (Especially if another unit is taking over the site.)

Site Sale Tips for Scouts

- ☐ Have fun!
- ☐ Practice your sales pitch so you're confident before you begin.
- ☐ Wear your Scout uniform and look clean and professional.
- ☐ Ensure you're not blocking the door.
- ☐ Ask people to support you only as they are leaving the store.
- ☐ Stand, rather than sit, and remain in front of the table so you can better interact with people.
- ☐ Talk to EVERY. SINGLE. PERSON. A person not asked is a person that will not buy popcorn.
- ☐ Smile, make eye contact, and thank people whether they make a purchase or not.
- ☐ Know your products and their prices so you can avoid displaying prices on your table. This helps keep the conversation focused on "supporting Scouting" rather than "buying popcorn."

Wagon Sales

Door-to-Door Tips

- ☐ A Scout's sales pitch can be slightly longer because the customer is captive.
- ☐ Carry a pricing sheet as getting a wagon full of popcorn to the door isn't always possible.
- ☐ If possible, use a Square® mobile card reader. (Manual payments can be accepted, too.)
- ☐ Be safe:
 - o Scouts should always have an adult present during sales.
 - o Do not enter a customer's home.
 - o Use safe pedestrian practices.

**One Sale
(\$20 min.)**



**2025 Popcorn
Campaign Patch**

\$750



**Mini Key-chain
Rechargeable light**

**\$1300
Your Choice**



**Two Tickets to
Scout Night Game**

OR



**Rechargeable
Hand Warmers**

Plus...



**2025 Popcorn
Campaign Patch**

\$4,000



Two Tickets to Bowling Party

\$6,500



**Lighted Electric
Water Gun**

\$10,000



**\$500 Great Wolf Lodge
or Visa Gift Card**

\$20,000



\$1,000 Destination or Visa Gift Card

2025 Unit Growth Incentives

Sales Growth Over Prior Year		Unit Award
\$2,500	→	\$200
\$5,000	→	\$400
\$7,500	→	\$600



Units with year-over-year sales growth as shown in the table below can receive their choice of an Amazon gift card or a Scout Shop gift card (which can be used online or at the council trading post).

The move in 2024 to only provide gift card awards is intended to increase the flexibility for units. The gift cards can be used to purchase items like last year, like supplies for a pinewood derby or a camp cooking kit, or for any other items a unit may need.



Trail's End®

2025 PRODUCTS

- We only sell popular products & flavors that consumers purchase and enjoy every day.
- Now featuring Scouting America and Scouts in action.
- No artificial colors or flavors.

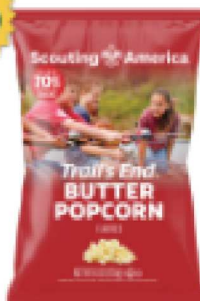


**NEW FIVE
\$20
PRODUCTS***

**DESIGNED TO INCREASE
CONSUMER PURCHASES!**

**SIMPLIFIES SALE FOR
SCOUTS, LEADERS,
AND CONSUMERS!**

\$20



BUTTER POPCORN

New

- Delicious and made with real butter
- 18 cups | 6oz

\$20



WHITE CHEDDAR POPCORN

#1 Seller Stays at \$20

- Savory and made with real cheese
- 16.5 cups | 6oz

\$20



SALTED CARAMEL CORN

**Reduced from \$25 to \$20
& 14oz to 11oz**

- Rich caramel with just the right amount of salt
- 5 cups | 11oz

\$20



SWEET & SALTY KETTLE CORN

**Increased from \$15 to \$20
& 3.5oz to 4.5oz**

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5oz

\$20



POPPING CORN

Increased from \$17 to \$20

- All natural, popping kernels
- 28oz

\$25



MICROWAVE BUTTER POPCORN

- Just the right snack for movie night
- 12 microwave bags

*Each Council designates products and pricing for their Units to sell each year.

**Average return to local Councils, Units and Kids based on all Trail's End product sales. Individual results may vary.

Nutritional information & ingredients available on back of packaging. Contact us at support@trails-end.com or [support/home-with-questions](https://support.home-with-questions.com).

2025 Scout rewards

Trail's End®

Scouts earn more and choose prizes they want on Amazon.com! Accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.



Earn

Cash
1 pt per \$1

Cash to Credit™ (NEW)
Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash

more info here

Earn More! Easier!

Download the App today



2025 Bonus Rewards*

- Sell \$500/hour per Scout for any 2 hour storefront shift or longer (July 1 - December 15) and earn 0.5 bonus points per \$1 sold
- To qualify, sales must be recorded in the Trail's End App and your Unit must select the calculation method - One Scout and their parent per shift: Scout credited for each sale recorded
- Sell \$250+ online (July 1 - August 31) and earn 100 bonus points

Rewards earned in 2024 must be claimed by Scouts in App by June 30, 2025.

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Page for Notes and Questions

Mount Baker Council wishes to express its sincere appreciation to the volunteers that help make our popcorn sale, and our council, so successful. Thank you!