

The logo for Trail's End, featuring the text "Trail's End" in a white, italicized serif font with a registered trademark symbol. A red swoosh underline is positioned beneath the text.

Trail's End®

The Scouting America logo, which includes a fleur-de-lis emblem with a scout's head and a torch inside.

Scouting America
Mount Baker Council

2024 Top Sellers

Top Ten Units (8,500 Units sold Nationally)

Rank	Unit	District	Total \$'s
1	Troop 0036	Pilchuck	\$73,304
2	Pack 0021	Salish Sea	\$68,762
3	Pack 0042	Pilchuck	\$58,404
4	Pack 0777	Salish Sea	\$47,942
5	Troop 0092	Pilchuck	\$45,313
6	Troop 0018	Salish Sea	\$30,679
7	Pack 0086	Pilchuck	\$28,518
8	Pack 0064	Salish Sea	\$26,384
9	Pack 0193	Pilchuck	\$21,675
10	Pack 4059	North Cascades	\$21,226

National Rankings:

Troop 36 - #46

Pack 21 - #55

Pack 42- #89

2024 Top Sellers

Top Ten Scouts (100,000 Scouts sold Nationally)

Rank	Scout	District	Unit	Total Sales
1	Aaron P	Pilchuck	Troop 0092	\$20,618
2	Pushkal C	Salish Sea	Pack 0021	\$16,225
3	Presley S	Pilchuck	Troop 0036	\$12,522
4	Maximillian C	Salish Sea	Pack 0021	\$10,639
5	William R	North Cascades	Pack 4059	\$10,277
6	Aaron A	Pilchuck	Troop 0036	\$10,000
7	Parker M	Salish Sea	Troop 0018	\$9,310
8	James B	Pilchuck	Troop 0036	\$9,215
9	Jacob L	Salish Sea	Troop 0018	\$8,371
10	Joseph H	Pilchuck	Troop 0036	\$7,813

National Rankings:

Aaron P - #29

Pushkal C - #61

Presley S - #125

Ideal Year of Scouting

Plan Program

- Plan exciting adventures
- Add extra activity or campout supported by popcorn funds.

Budget

- Use TE budget tool to assign costs and expenses.
- Add in camp, registration fees, advancements & Unit dues.

Calendar

- Provide a monthly calendar of activities so families are aware of the fun.

Set Goals

- $\text{Total Program Costs} \div \text{Unit Commission} = \text{Unit Sales Goal}$.
- Divide Unit goal by # of Scouts to get Scout goals.

Raise the Money

- Commit to achieving the Unit's goal with one fundraiser.
- Less time fundraising = more time Scouting!

Enjoy the Year!



BEST PRACTICES

Trail's End[®]
Scout Fundraising



SET YOUR GOAL



Plan your unit's
Ideal Year of Scouting

Check out the
Goal Setting Tool

available in the Training Resources

**Note: Unit Goal will be required
to reserve storefronts**

Trail's End[®]



Scout Participation

- # of Scout with a Sale = 747 (out of 2,350 = 32%)
- Avg % of Scouts within selling Units = **45%**
- How do we increase participation within your Unit?

Some Resources that might help....

(Leader Portal in the Training tab under 'Scout Resources')

Scout Participation

Trail's End®
Scout Fundraising

Non-Selling Scout FLYER



The flyer features a background image of hands clasped together in a circle. The Trail's End logo is at the top. The main headline is in large, bold, white capital letters. Below it is a sub-headline in white. A testimonial box with a light orange background contains a quote and a photo of a Scout. The photo is a circular inset showing a young man in a Scout uniform with various patches.

Trail's End®

DESIGNED TO FUND YOUR YEAR IN 6-8 HOURS!

Over 70% stays with you, your Unit & your Council

Why Trail's End?

"They make fundraising easy, fun, and incredibly rewarding. You can sign up for Storefronts and sell online, they have tips for selling, and you can fully fund any adventure with Trail's End as your fundraising partner!

I've learned to earn my way, present with confidence, be persistent, set and achieve goals, and more! These are skills I'll take into adulthood and my career."

Life Scout, Jonathan W.
\$9,551 Rewards in 2024
\$28,120 earned for Unit (\$80,345 sales)

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!

Scout Participation

Trail's End
Scout Fundraising

Non-Selling Scout Social Posts

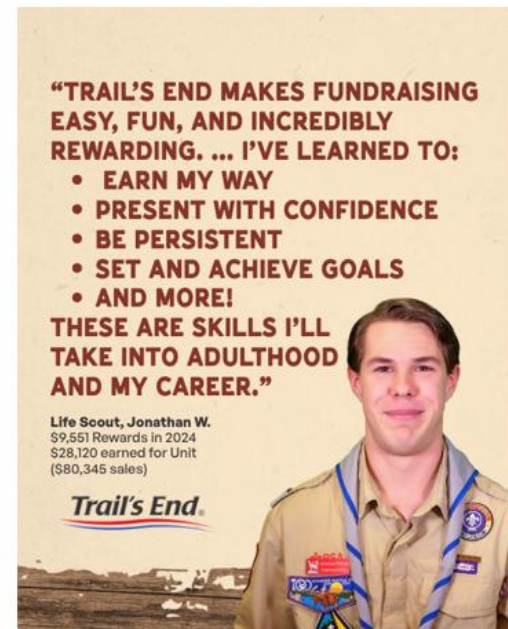
Facebook Post 1

Caption:

This year, make popcorn more than just a fundraiser — make it your Scout's biggest growth moment.

From confidence to goal-setting, Trail's End helps Scouts build life skills *and* fund their adventures. Over 70% goes back to you, your Unit, and your Council. Ready to get started?

<https://info.trails-end.com/scouts>



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

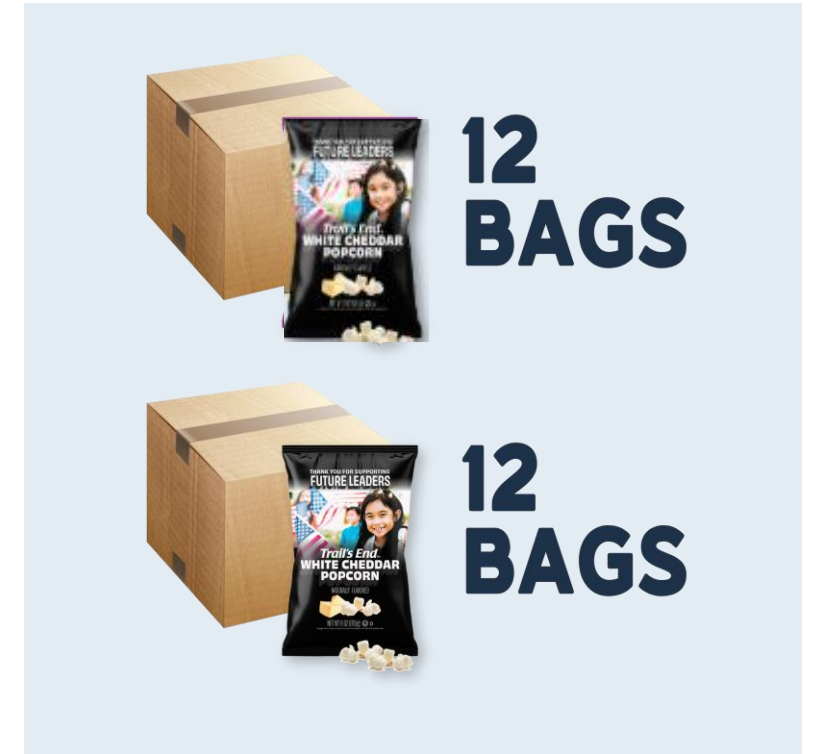
- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.



2025 Trail's End NEW UNIT Promo



- ✓ 2 free cases for new Units (\$480 retail)
- ✓ 100% commission to the Unit
 - ✓ TE will issue the credit
- ✓ For more info, call or email Sean Moena
 - Phone: (425) 633-0070
 - Email: rsmoena@outlook.com



NO RISK!
NO UPFRONT COST!

- \$480 of free popcorn for New Units
- Storefronts™ reserved for you

Trail's End Leader Portal (Unit Leaders)

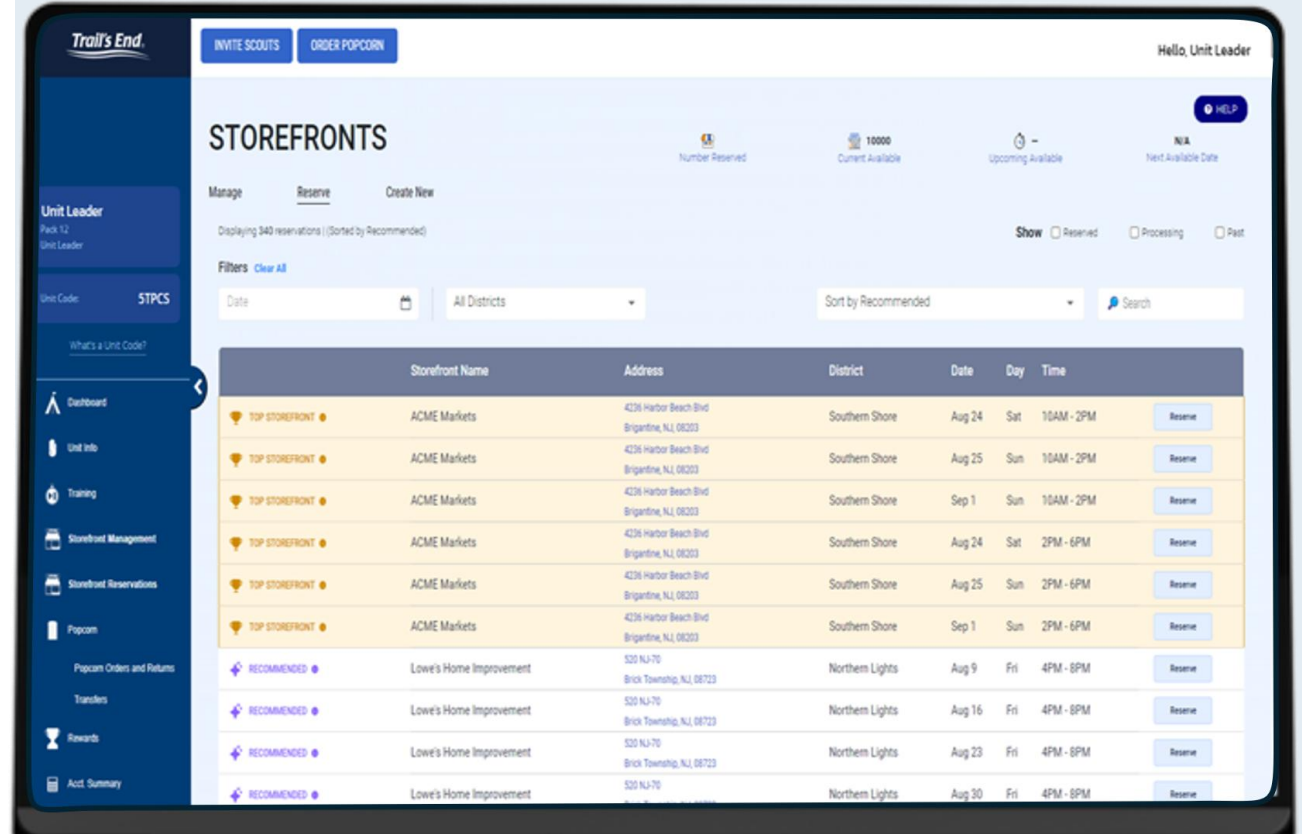
- Web based
- Mobile Friendly

Trail's End Scout App (Scouts)

- Point of sale App for Scouts to sell popcorn.

TE LEADER PORTAL

- Leaders manage entire sale in one place
- Invite Scouts to register and manage Scout roster
- Easily set Unit and Scout goals
- Order popcorn
- Real time reporting of sales and inventory
- Unit to unit transfers; no Council assistance needed
- Schedule and manage storefront sites and shifts



Successful fundraising starts with a goal!

Units must have a goal this year to reserve Storefronts™

Need help setting your goal? Use this guide to plan your program, create a budget, and determine your goal.

[Download Planning Guide](#)

- 232 users
- Goal avg. \$19,196

Let's dream big! 🌟

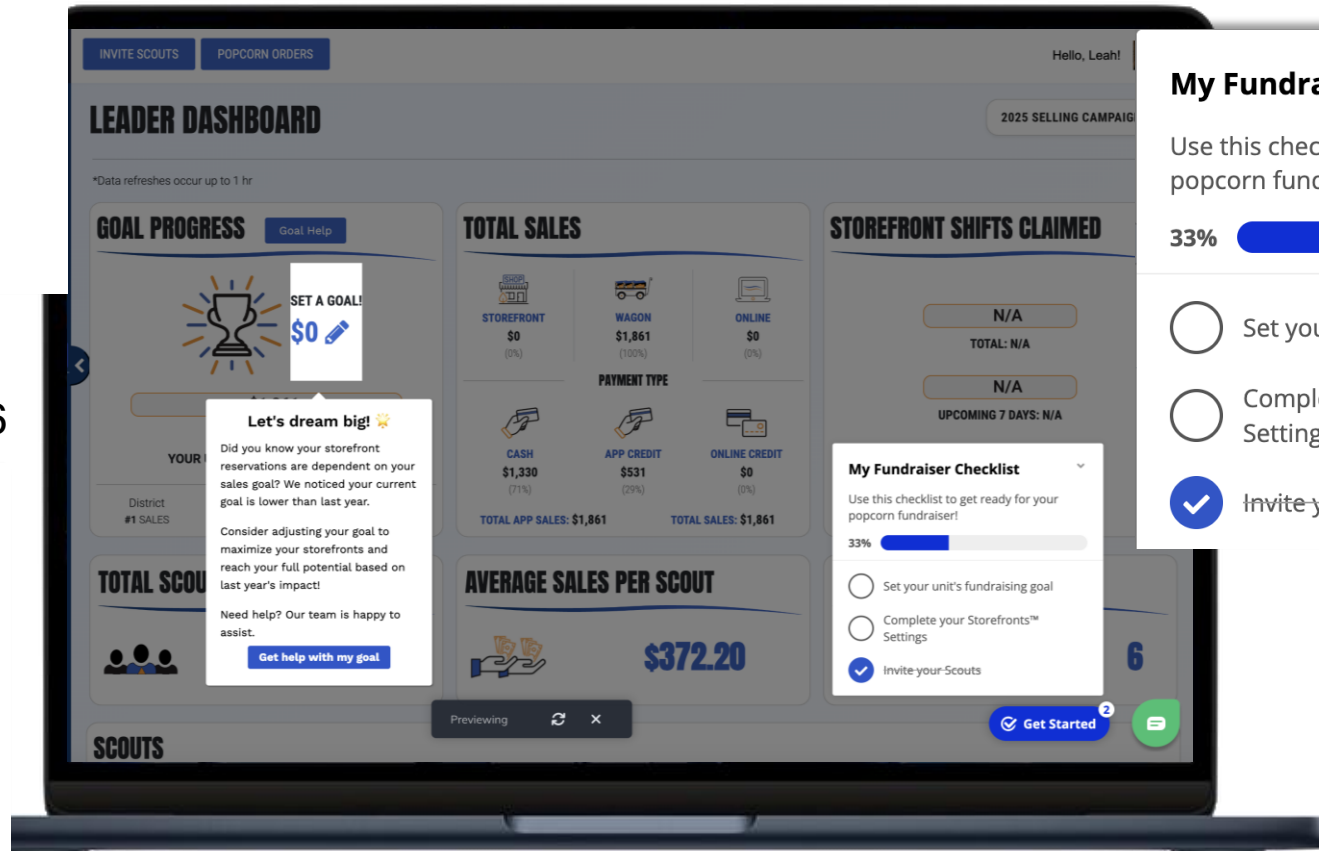
Did you know your storefront reservations are dependent on your sales goal? We noticed your current goal is lower than last year.

Consider adjusting your goal to maximize your storefronts and reach your full potential based on last year's impact!

Need help? Our team is happy to assist.

[Get help with my goal](#)

IN-APP GUIDES



My Fundraiser Checklist

Use this checklist to get ready for your popcorn fundraiser!

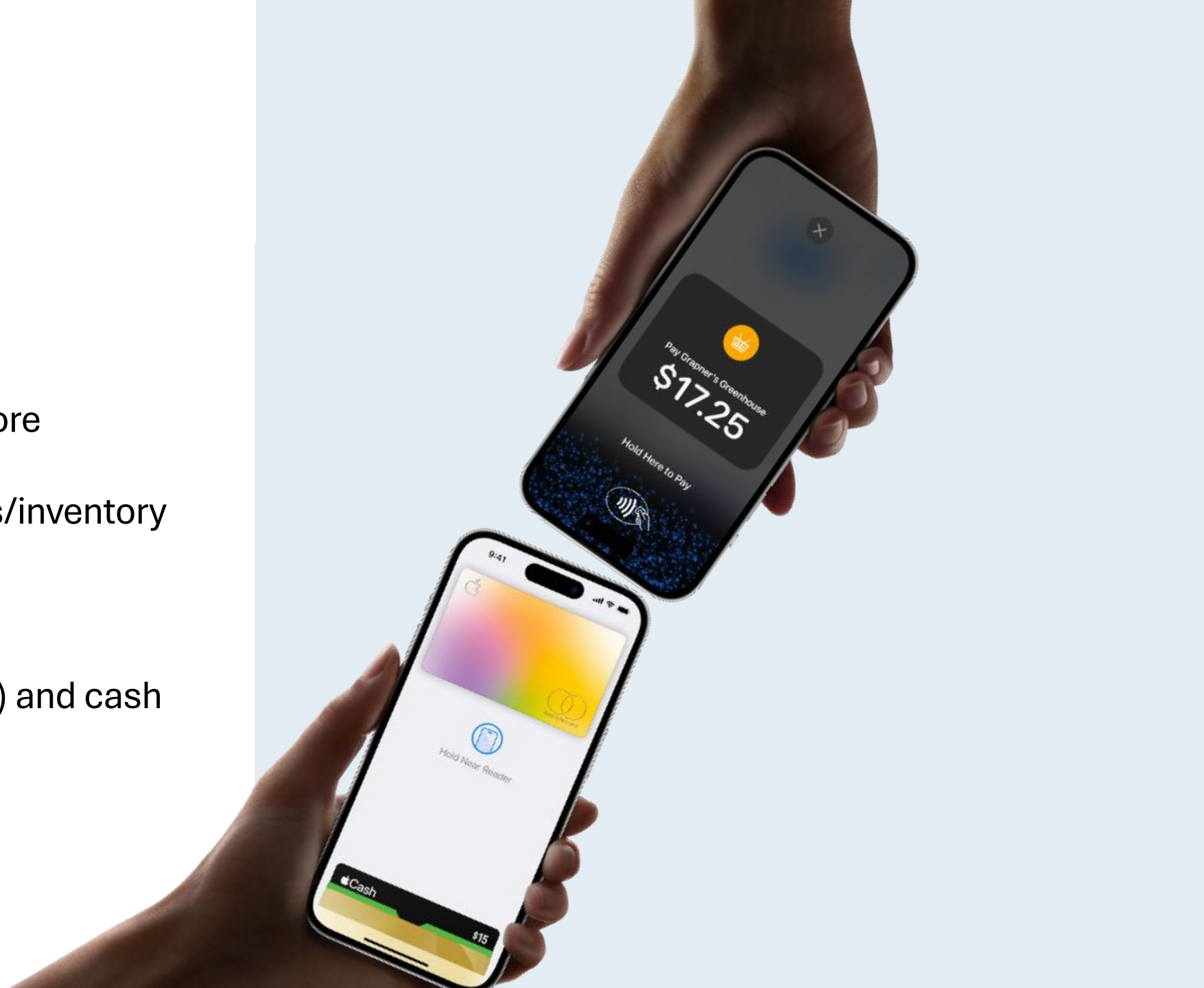
33%

- ☐ Set your unit's fundraising goal
- ☐ Complete your Storefronts™ Settings
- ☒ Invite your Scouts

- 570+ Units completed
- 1700+Units with a goal

TE SCOUT APP

- Point of Sale System
- Saves time and easy to use
- Google Play & Apple App Store
- Tracks real-time Scout sales/inventory
- Manages storefront shifts
- Accepts credit cards (85%+) and cash
- All CC Fees paid by TE



NEW in 2025!

Trail's End®

TE SCOUT APP

TAP TO PAY

Take payments with a mobile phone –
no additional hardware required!

Additional payment options:

- ✓ Credit card, Apple Pay, Google Pay, and Cash App Pay
- ✓ Cash payments
- ✓ Convert cash collected to credit for additional rewards



TE SCOUT APP

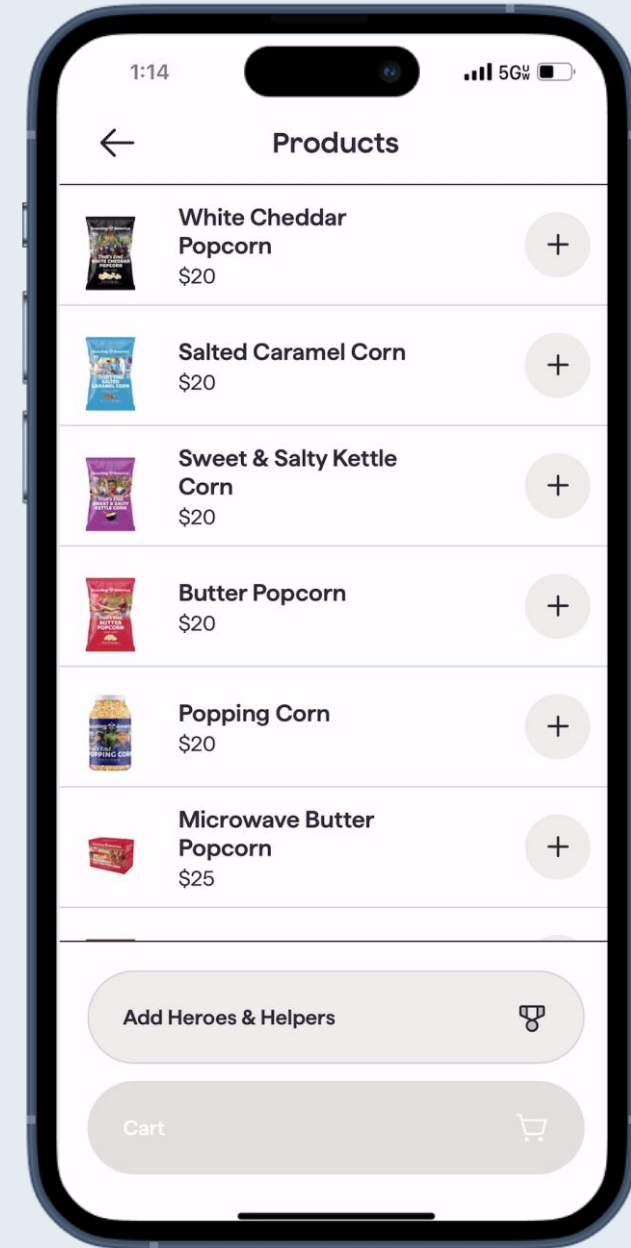
EASY CHECKOUT

- ✓ Tap to Pay
- ✓ Credit Sales
- ✓ Apple Pay and Google Pay
- ✓ Cash Sales

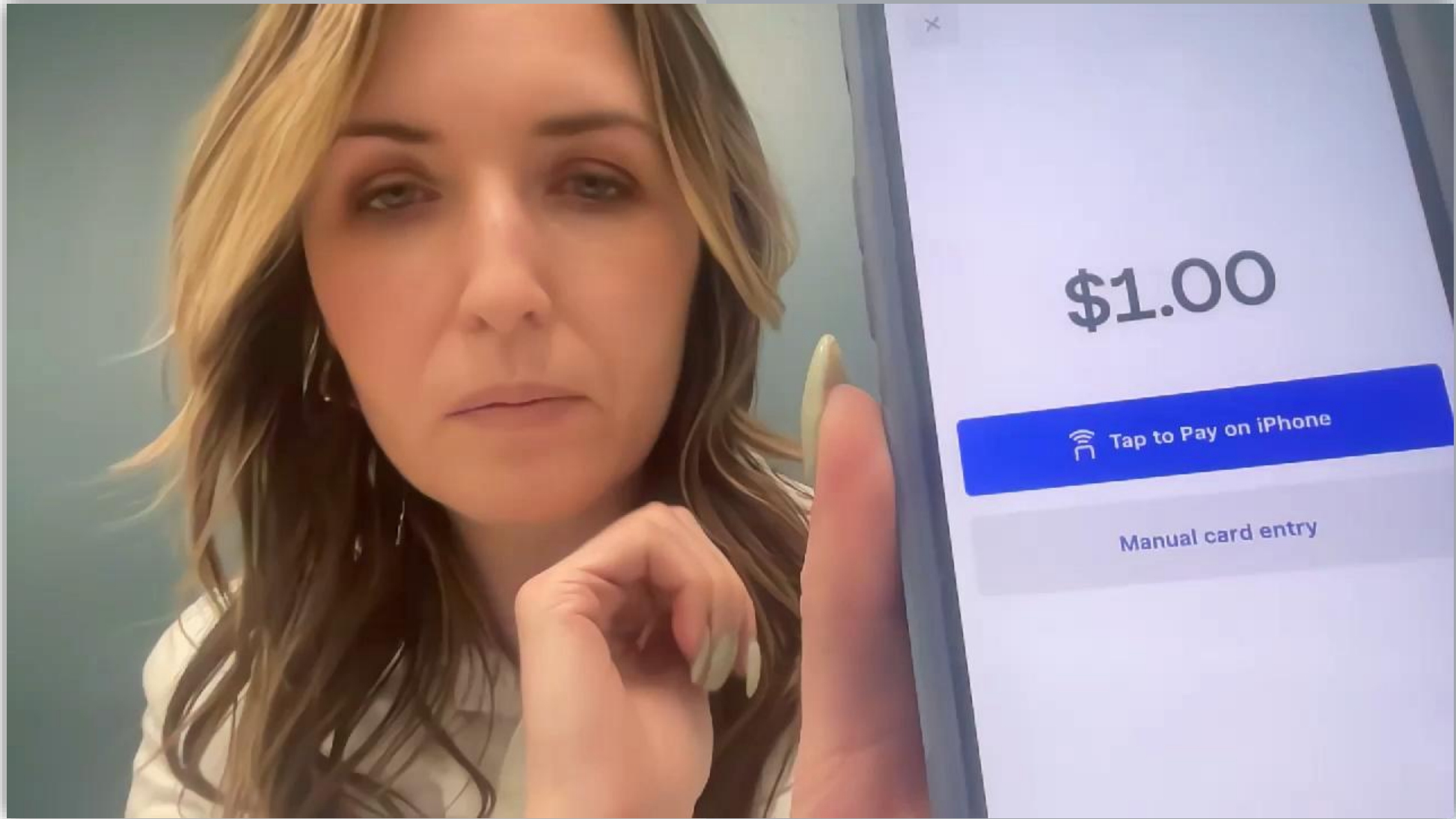
Tap to Pay Compatibility

Android - S10 or newer is compatible

Apple - iPhone XR or newer is compatible



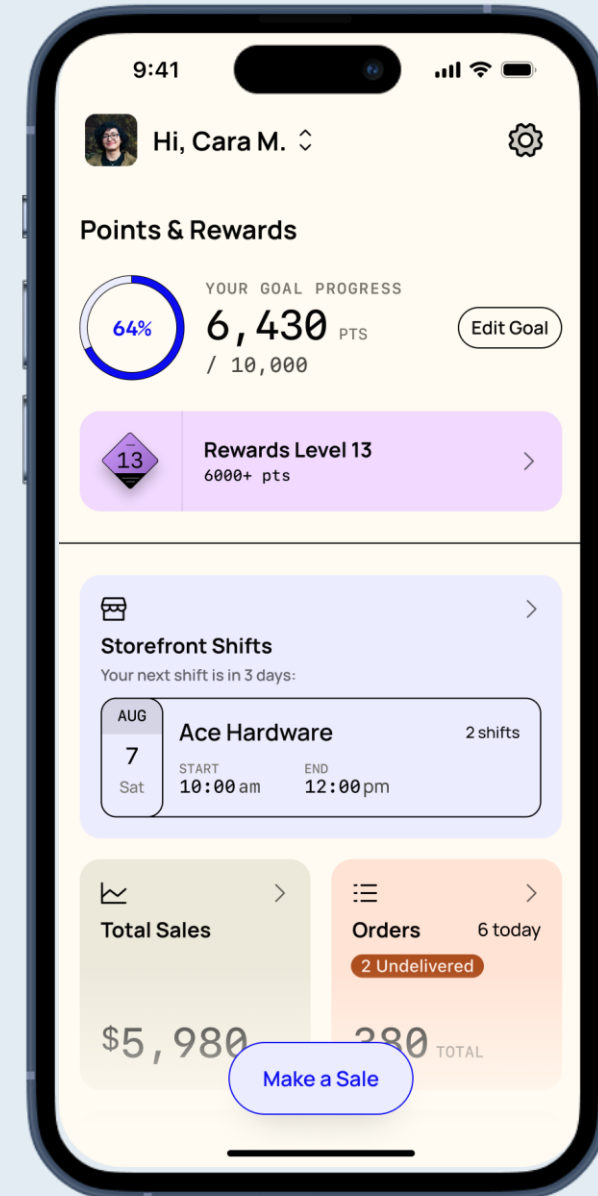
TRAIL'S END TECHNOLOGY
TAP TO PAY DEMO



TE Scout app DASHBOARD

✓ Single screen for all key actions:

- Make a sale
- Goal and rewards
- Cash to Credit
- Storefronts
- Sales data
- Orders
- Online sales
- Training



IN-APP GUIDES

TE Scout app Training

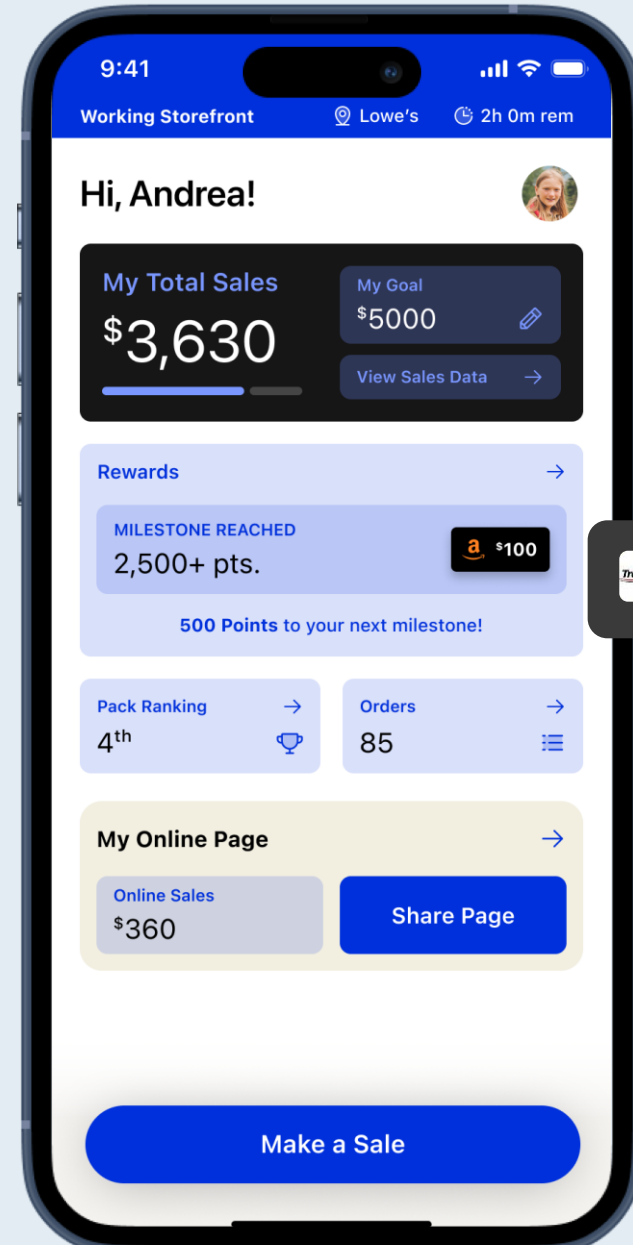
- ✓ Training provided as the Scout uses the app
- ✓ Scouts are prompted with the training they need when they need it





IN-APP GUIDES


TE Scout app Notifications and Sale Updates

- ✓ Sale updates in app for all Scouts
- ✓ Push notifications on key reminders



 New storefront shifts now available for sign-up.

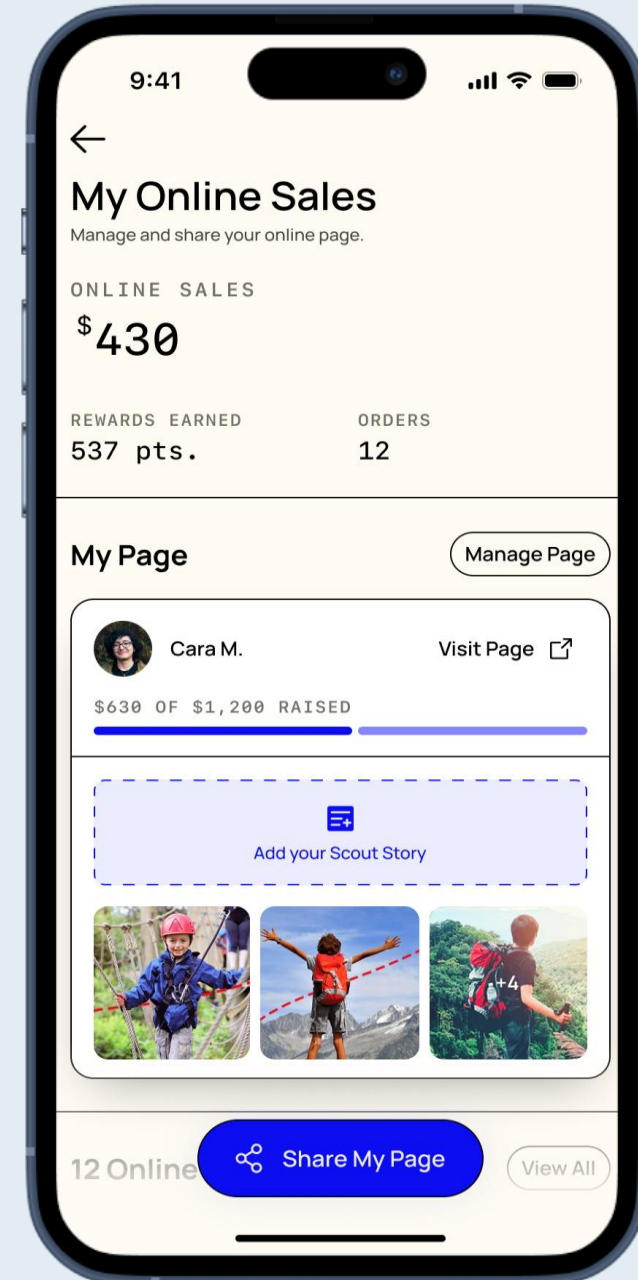
 Your storefront shift is starting in one hour.

 You have a reward available to claim!

TE Scout app

Online Sales

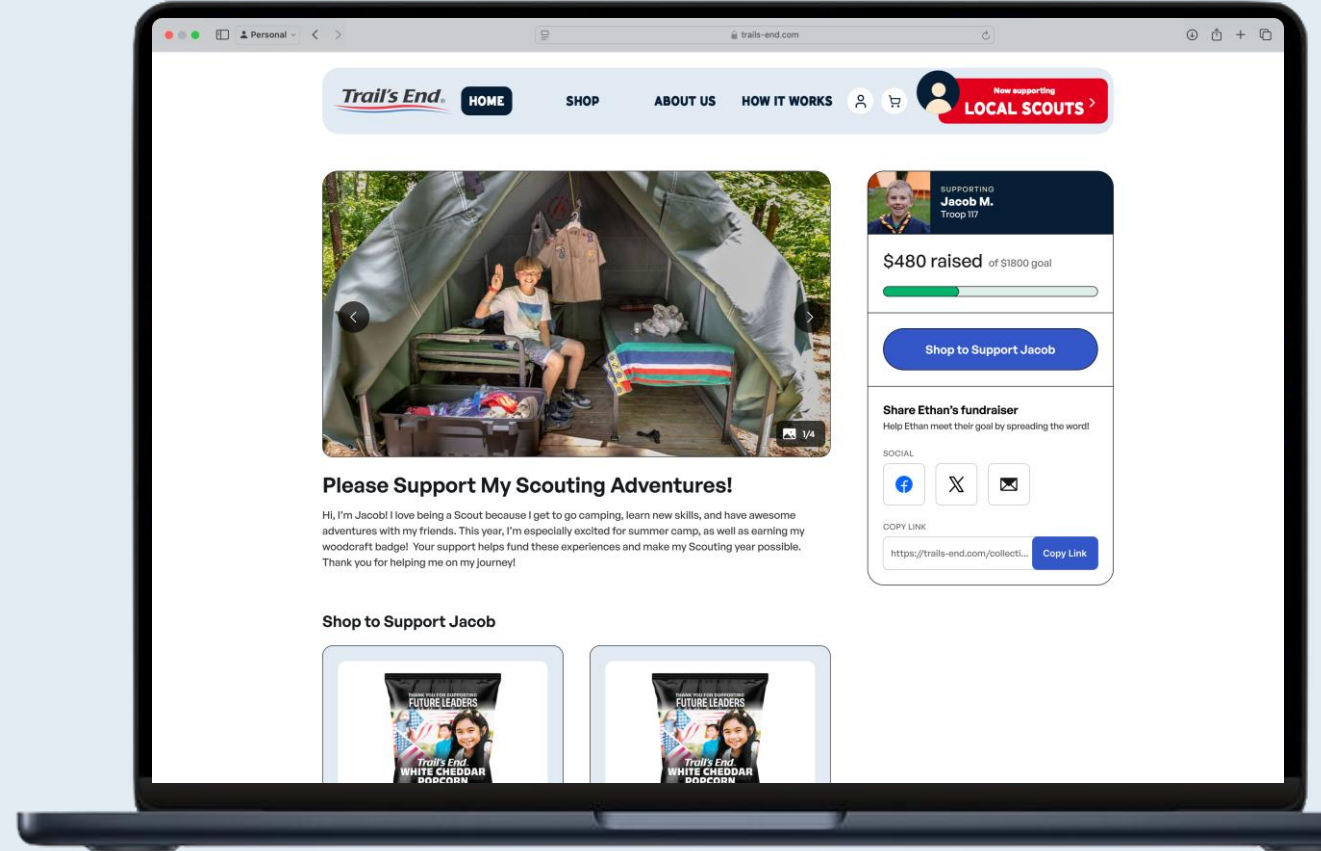
- ✓ Share is the primary action for Scouts
 - Past customers
 - Text
 - Email
 - Social
- ✓ Scouts are guided to personalize their page with new empty states to help them get started



TE Scout app Online Sales

✓ Redesigned Scout pages that:

- Emphasize the Scout and their story
- Allow consumers to share the Scout's pages with their network



July 4th Online Promo!



Details of the Promo:

- “\$20 Plant a Tree” online purchase at [Trails-End.com](https://trails-end.com)
- July 3 at 8:00pm ET – July 7 at 7:59pm ET
- Units earn 45% commission!
- Scouts earn double Rewards (2.5pts per dollar)
- NO SHIPPING costs since no actual item is being shipped
- Trees purchased will be planted in Indiana

TIRED OF HANDLING INVENTORY?

**HOW DOES 45% TO
YOUR UNIT SOUND?**

LOOKING TO DO MORE GOOD?

Customers can Support Scouts &
Help the Environment by Planting a Tree.

Plus, Scouts Get Double Rewards (2.5 points)

Limited Time Only on trails-end.com
July 3 at 8pm ET - July 7 at 7:59pm ET
See caption for more details

Trail's End.

2025 STOREFRONTS!

Trail's End®



Reservation Schedule

Trail's End®

2024 SALES

RESERVATIONS

July 22

\$10k+

4

July 23

All Units

2

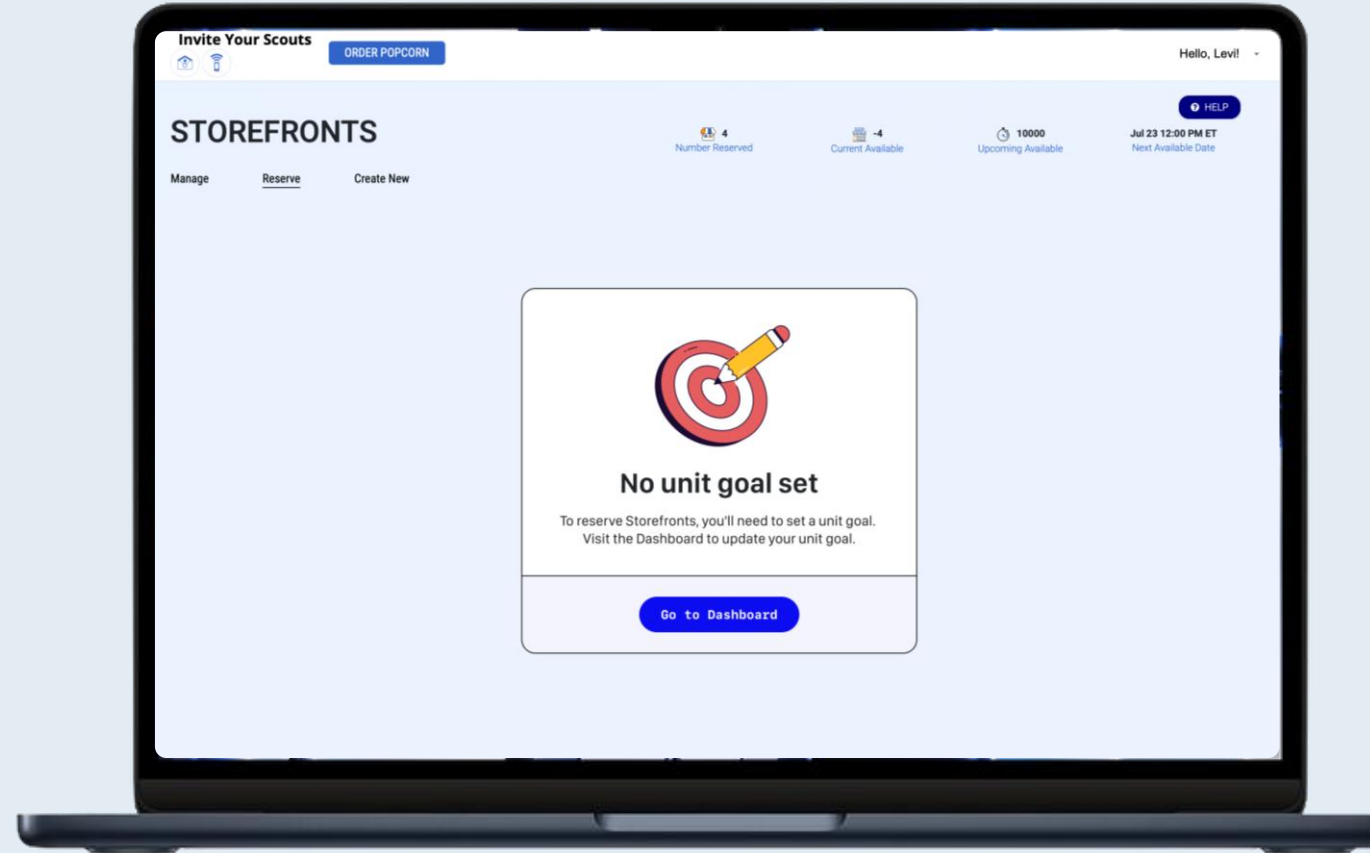
July 24

All Units

Unlimited

STOREFRONT EFFICIENCY

- ✓ Updated reservation time – 5 pm
- ✓ **Goal required to reserve storefronts**
(Enter your GOAL today!)
- ✓ Guidance on storefront hours needed to reach goal





Trail's End®

2025 STOREFRONTS™

- More opportunities for you to secure locations!
- Shifts with 0 Scouts for the upcoming weekend will be released on Thursday at 5 pm for everyone to claim.
- Auto-release on Thursdays at 5 pm for Fri - Sun reservations.
 - 38% of weekend hours were claimed in 2024 and not used by Scouts.

2025 STOREFRONT DIRECTION



The Power of One Scout per Shift

Opportunity: 25% of hours are NOT one Scout

Which one generates more sales per hour?

2 Scouts on
1 shift

\$164

Or

2 Scouts on
solo shifts

$\$150/\text{hr} \times 2 = \300

Solution: More one Scout shifts

2025 TE REWARDS!

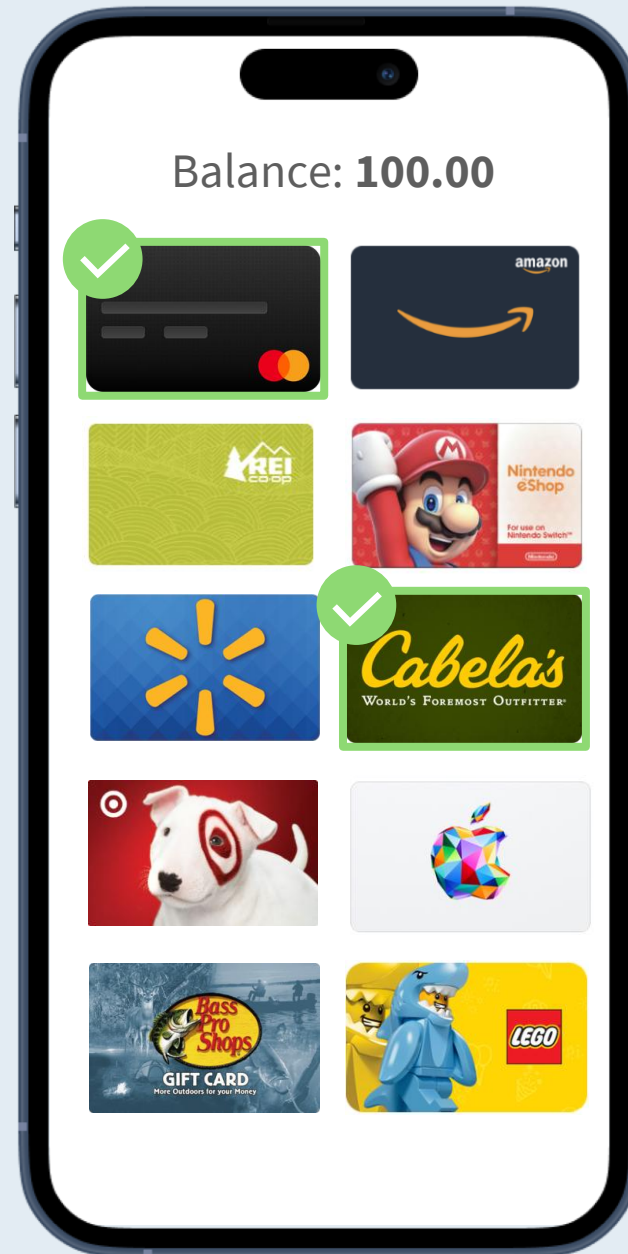
Trail's End®



TE REWARDS



- ✓ Scouts claim their rewards from the app
- ✓ 15 gift card options
- ✓ Scouts can split their rewards across multiple gift cards
- ✓ No approving, receiving, distributing, or replacing prizes.
- ✓ Uncapped levels to incentivize top sellers.
- ✓ Heroes and helpers bonus points! **+5 pts!**



AMAZON
TARGET
WALMART
PREPAID
MASTERCARD
DICK'S SPORTING
GOODS
NINTENDO
GAMESTOP
BASS PRO SHOPS
CABELA'S
APPLE
LEGO
XBOX
PLAYSTATION

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.

OVER
70%
STAYS
LOCAL**

\$20



POPPING CORN

Increased from \$17 to \$20

- All natural, popping kernels
- 28oz

NEW FIVE
\$20
PRODUCTS*

**DESIGNED TO INCREASE
CONSUMER PURCHASES!**

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

\$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



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



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

\$25



MICROWAVE BUTTER POPCORN

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

Scout Pitch

Trail's End[®]
Scout Fundraising

- Hello my name is _____ !
- I am earning my way to summer camp, with a \$20 donation you can pick any bag on the table and help me earn my archery, canoeing, and first aid merit badge!



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."

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.”



\$20 on almost all items!

- One price – simplifies the fundraiser.
 - Inventory management
 - Mistakes with selling the wrong bag
- Trail's End tested this mix last year!
 - \$11 an hour increase
 - 8% more Yeses
 - Scouts understand its not about the product its about ME and my Unit.



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."

HEROES & HELPERS 2024 IMPACT



300,000+ BAGS

and cartons of Trail's End popcorn were delivered to Active Military, Veterans, Local Food Banks, Fire/Police/EMT, and Homeless Shelters



52,000+ SCOUTS

collected Heroes & Helpers Donations — helping fund their Scouting dreams



\$265,000+ REWARDS

earned by Scouts from Heroes & Helpers donations

- Any \$ donation should be turned into the heroes and helpers program!
- Scouts earn an additional 0.5 points per donation!
 - \$1 credit card donation = 1.75 pts!
 - \$1 cash donation = 1.5 pts!

Both Leader & Scout Sessions

Leader Trainings begin July 10th
Scout Trainings begin Aug 7th

Sign up TODAY!



REGISTER TODAY!

Trail's End®

Register for the 2025 Sale!



Commissions

Trail's End®

35%

(All Sale Methods)

Easy to understand
&

Easy to communicate!

Order & Delivery Dates



- **1st Order:**
 - Unit Orders Due – Friday Aug 1st
 - Distribution – Friday Aug 22nd
- **2nd Order:**
 - Unit Orders Due – Monday Sept 8th
 - Distribution – Friday Sept 19th
- **3rd Order:**
 - Unit Orders Due – Monday Sept 29th
 - Distribution – Friday Oct 10th
- **Final Order:**
 - Unit Orders Due – Monday Oct 27th
 - Distribution – Friday Nov 14th

Return Policy / Dates



- **50% Amnesty Days:**
 - Returns Due – Monday / Tuesday Sept 8th & 9th
- **Final Returns (5%)**
 - Returns Due – Monday / Tuesday Oct 27th & 28th
 - Distribution – Friday Sept 19th

Other Key Dates



Saturday, June 28, 2025	Popcorn sale kick-off meeting	Monday, September 29, 2025	Third popcorn orders due from units
Tuesday, July 1, 2025	Online Sales begin to count toward unit commissions	Friday, October 10, 2025	Third popcorn order distribution
July 22nd to 24th, 2025	Site Sales sign-up	Sunday, October 26, 2025	Last day of all sales (for commission credit)
Friday, August 1, 2025	Popcorn orders due from units	Sunday, October 26, 2025	Undelivered wagon sales due from units
Friday, August 22, 2025	Popcorn distribution (see page 9)	October 27th and 28th, 2025	5% return inventory
Friday, August 22, 2025	Site sales and wagon sales begin	Saturday, November 1, 2025	Submit choices for Silvertips tickets or hand warmer
Monday, September 8, 2025	Second popcorn orders due from units	Friday, November 14, 2025	Undelivered wagon sales distribution
September 8th and 9th, 2025	50% Amnesty return day	Saturday, November 15, 2025	Submit gift card orders in Trail's End platform
Friday, September 19, 2025	Second order distribution	Saturday, November 22, 2025	Target date to release gift cards to families and money due to council
		Saturday, December 6, 2025	Target date to deliver prizes and patches to scouts

Trail's End YouTube Channel

Trail's End[®]
Scout Fundraising

Subscribe to our Channel!

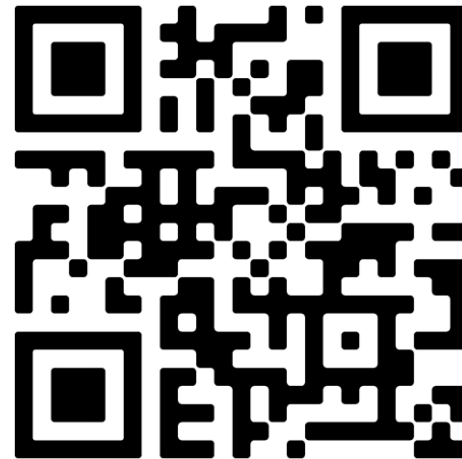
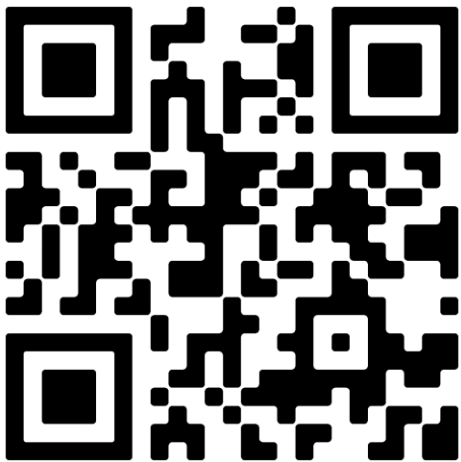


Support

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.

Council Support

Sean Moena

- rsmoena@outlook.com
- (425) 633-0070

Emily Shanahan

- Emily.Shanahan@scouting.org
- Phone 2

Trail's End[®]

Scouting  **America.**
Mount Baker Council

THANK YOU!

Comments and Questions?