

2026 UNIT LEADER TRAINING

Trail's End®



**Heart of America
Council**

WHY TRAIL'S END

Trail's End®

TRAIL'S END EXISTS TO MAKE SCOUTING POSSIBLE FOR EVERY CHILD

- You get convenient **Storefront hours with \$300/hour potential** for your Unit
- We pay all credit card fees
- Your Scouts get Rewards that motivate them to do their best
- You can manage the entire sale from your phone

Most important: we help Scouts build their confidence and level up their leadership skills.

WHAT'S NEW!

RUN THE SALE— FROM YOUR PHONE.

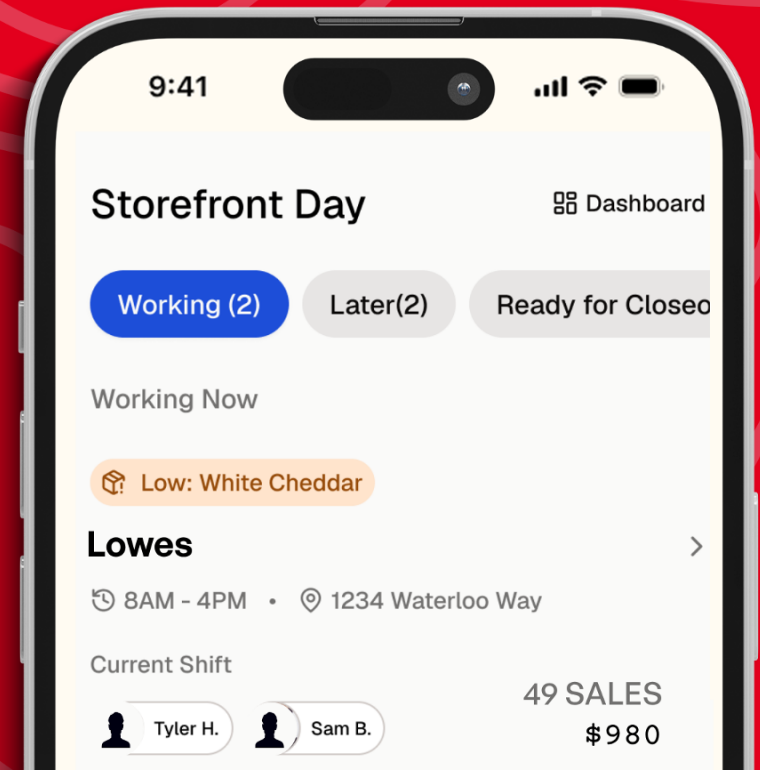
The new *Trail's End*[®] LEADER PORTAL

- Simplified, easy-to-use platform
- Faster loading and responsive
- Significant Storefronts enhancements*

*Certain features to be rolled out over the next 30-60 days



Launching
JUNE 3



SET GOALS

Trail's End®

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



**BELIEVE YOU CAN AND
YOU'RE HALFWAY THERE.**

- Teddy Roosevelt



**Heart of America
Council**

EXPLAIN WHY TO YOUR FAMILIES

Boost Scout participation by sharing:

- Calendar & budget with parents
- Rewards and incentives with Scouts
- Unit & Scout goals to EVERYONE

Communicate throughout the sale to keep momentum!



Heart of America
Council

Pack 62 Calendar

JULY

21 Popcorn Kickoff @
Launch Trampoline Park

AUGUST

3 Popcorn Sale Starts
24 Back to Pack:

SEPTEMBER

2 Chattanooga Trip Signup
14 Tiger/Lion Fun Day

OCTOBER

5 Webelos Workshop
Cub Adventure D
16 Pack Meeting: W
18-20 Fall Family C
19 Jamboree on the
26 AOL Advance A

JANUARY

11 Stars & Strikes P
15 Pack Meeting:
Jedi Training/Fit
17 Cub Scout Lock-
25 Spin to Win Part

APRIL

11-13 Scout Show
16 Pack Meeting:
Bear Carnival
25-27 Spring Famil
Camping



Fall
Pack 62 Outing

Explore
CHATTANOOGA
With us

Ruby Falls

Journey deep inside historic Lookout Mountain to see the tallest underground cave waterfall open to the public in the United States!

Rock City

View massive ancient rock formations, gardens with over 400 native plant species, and breathtaking "See Seven States"

SAT. 11/2/24

STOREFRONTS

- View "Reserve Storefronts" for available hours
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" split to achieve your goals faster
- Pre-assigned hours: 2025 Sales
\$30k+ (100%) | \$10k - \$30k (50%) | New Units up to 25 hours

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.

THROUGHOUT THE SALE

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

Trail's End REWARDS[®]

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™

PLUS

1 bonus point per \$1 for Heroes And Helpers[®]
Earn **ADDITIONAL** bonus points for achieving
sales levels below

CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

Pick one or more:

Amazon[®] eGift Card, Prepaid
Mastercard[®], 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**

DOWNLOAD REWARDS FLYER

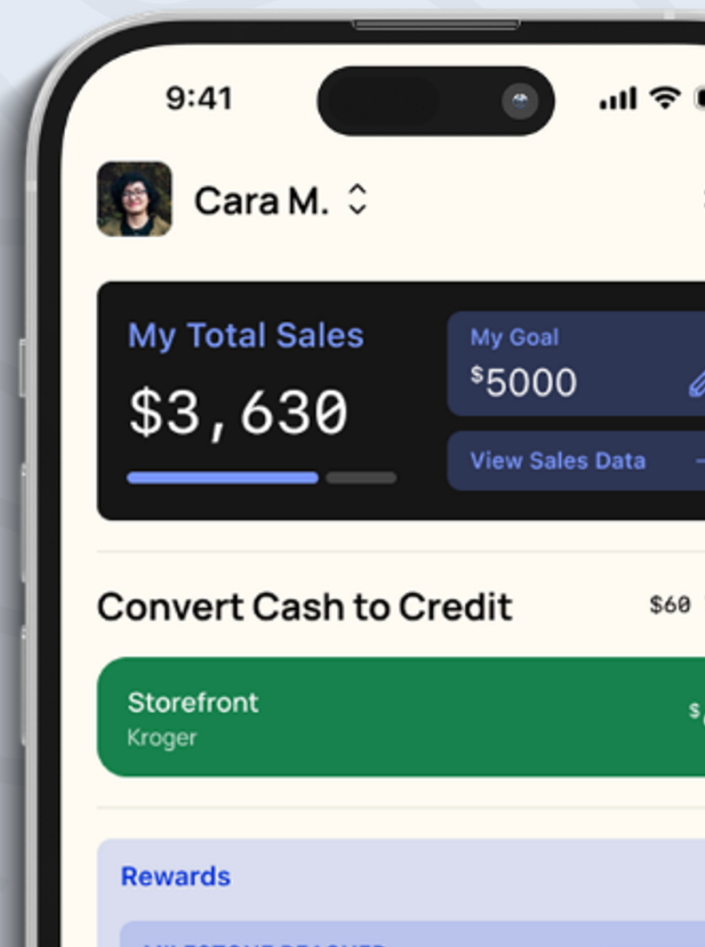


Scouts:

- Sign-up for Storefronts and get trained
- Personalize and share their online pages
- Claim Trail's End Rewards throughout the sale

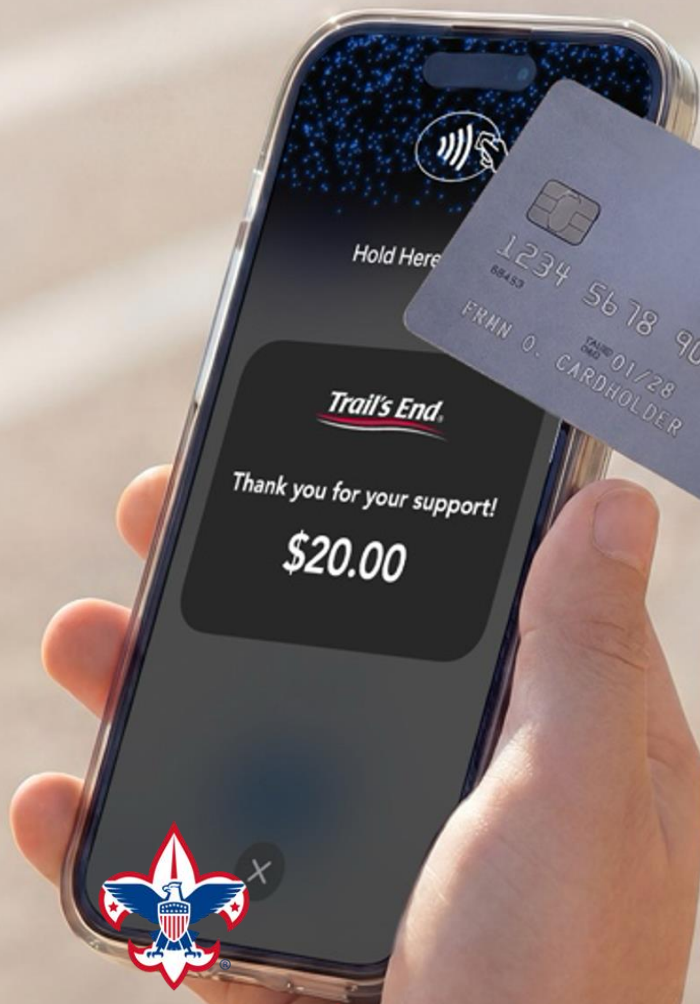
Parents:

- Quickly convert any cash at the end of every shift
- Rewards for Cash to Credit will be applied to shift cash sales according to Unit's split method



GO CASHLESS

Trail's End®



Encouraging credit card and tap-to-pay transactions makes it **faster, easier, and safer** for everyone . . . AND Scouts earn 4x more Rewards with credit!


Heart of America
Council

When the Sale Ends

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



**AND NOW
BACK TO
SCOUTING.**

NEED HELP?



Support and FAQs

support.trails-end.com



Meet *Fin* - Trail's End's new Chatbot

Get live answers in the Portal!



Join Our Leader Community

fb.com/groups/TEPopcornCommunity



Heart of America
Council

TAKE ME TO SUPPORT





SIGN IN.



HIT YOUR GOAL.



**GET ON WITH
SCOUTING.**

Trail's End[®]



**Heart of America
Council**

**TAKE ME TO
THE LEADER
PORTAL**



Popcorn Banners



Specs: 6'x2.5' - Hemmed on all 4 sides, 8 brass grommets, 13oz premium matte finish

1 for \$25 or box of 20 for \$400 (includes shipping)

<https://trails-end-2026-banners.square.site/s/shop?lid=3314bkxuyy9rs>



**Heart of America
Council**

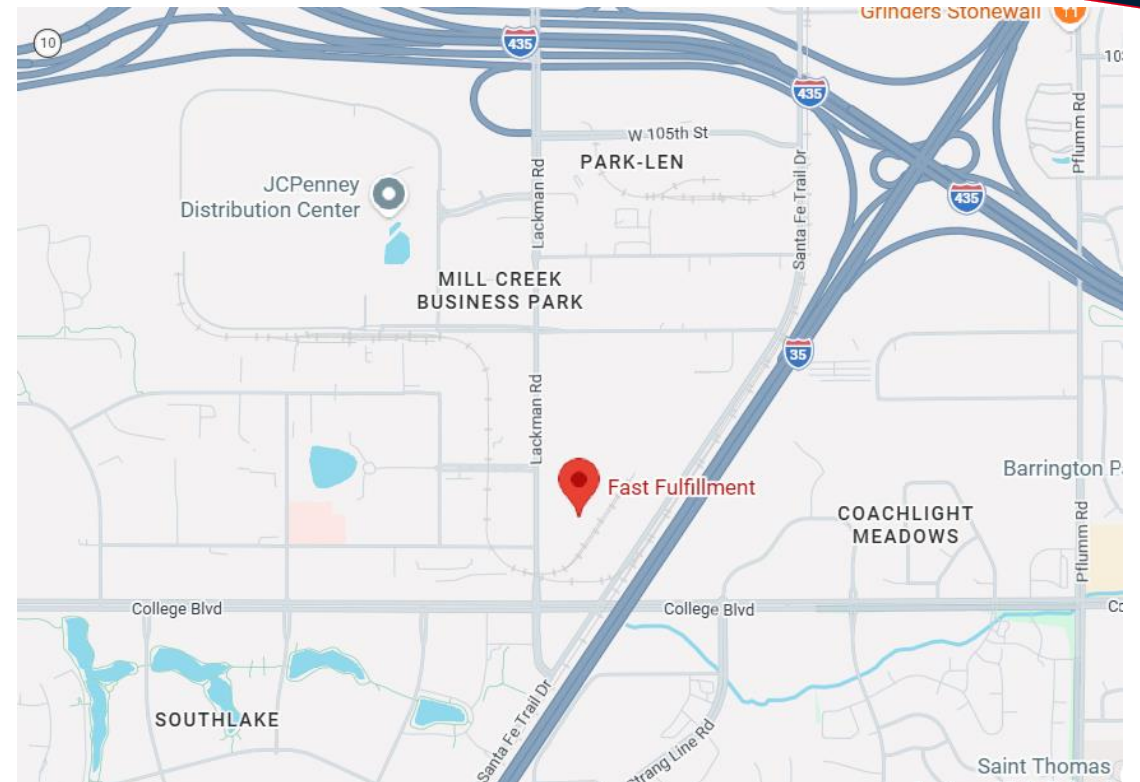
HOAC Popcorn Warehouse

Trail's End[®]
Scout Fundraising



Fast Fulfillment
11011 Lackman Rd
Lenexa, KS 66219

Friday's from 2-6pm



Look for the Banner on the Ramp

Council Commission

Commission Type	Commission %
Online Direct	30%
Traditional	30%
Average Sales Bonus *Requires 30% of your Scouts to have an account based on 6/30 membership	\$500+ = 5% additional bonus commission \$400-\$499 = 4% additional bonus commission \$300-\$399 = 3% additional bonus commission
Extra Performance Bonus *10% increase over previous year and sell a minimum of \$2,500	3%

Additional Council Prizes

- Top District Seller - \$200 Amazon Gift Card
- \$1,500+ - \$50 Amazon Gift Card
- 50 State Challenge - \$250 Amazon Gift Card
- 25 State Challenge - \$100 Amazon Gift Card
- Prize Patrol Drawings Throughout the Sale!

- \$650 Sellers – Receive Council Shoulder Patch

2027 Top Pop Celebration

Trail's End[®]
Scout Fundraising

The Top One Hundred sellers (in the Council) will have the opportunity to participate in our Top Sellers Celebration at Main Event in North Kansas City on **Saturday, Jan 30, 2027**, from 10am – 2pm.

Each Scout who sells a minimum of \$2,000 in popcorn qualifies, but does not guarantee placement in the Top 100 sellers. Each Scout at the event will be recognized and treated to food, arcade games and cool prizes like TV's, drones, tents and camping gear.

Prizes are chosen based on the percentages of the top seller in each category:

- | | |
|--------------------|------------------------|
| •\$2,000 - \$2,999 | Bronze Ticket |
| •\$3,000 - \$3,999 | Silver Ticket |
| •\$4,000 - \$5,999 | Gold Ticket |
| •\$6,000+ | Platinum Ticket |

