



***Trail's End***®

**Scouting**  **America**  
Minsi Trails Council

# 2024 Top Sellers

**Trail's End®**  
Scout Fundraising

Rank	Scout	Unit	District	Total Sales \$
1	Henry A.	T317	Northampton	\$3,684.59
2	Shane H.	P44	Northampton	\$3,439.67
3	Jacob H.	P54	Warren	\$3,375.50
4	Stephen S.	T318	Lehigh	\$3,340.00
5	Declan S.	P44	Northampton	\$3,268.17
6	Cora T.	T519G	Lehigh	\$3,211.00
7	Shane S.	T40	Northampton	\$3,116.40
8	Patrick L.	T191	Lehigh	\$2,466.00
9	Bryce G.	T89	Monroe	\$2,458.00
10	David T.	P33	Northampton	\$2,151.00

Rank	Unit	District	Total Sales \$
1	T40	Northampton	\$18,188.20
2	P44	Northampton	\$16,425.00
3	P54	Warren	\$13,114.00
4	P1600	Lehigh	\$9,957.00
5	T317	Northampton	\$8,338.50
6	P431	Lehigh	\$8,075.00
7	P368	Northampton	\$7,874.00
8	T519G	Lehigh	\$7,435.00
9	P364	Lehigh	\$6,465.00
10	T154	Warren	\$5,395.00

# Ideal Year of Scouting

## Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Add a new trip or campout for excitement.

## 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®**

# 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.



# UNIT 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

The screenshot displays the Trail's End Unit Portal interface. The top navigation bar includes 'INVITE SCOUTS' and 'ORDER POPCORN' buttons. The main header shows 'STOREFRONTS' with a 'Manage' tab selected. A sidebar on the left lists navigation options: Dashboard, Unit Info, Training, Storefront Management, Storefront Reservations, Popcorn, Popcorn Orders and Returns, Transfers, Rewards, and Acct. Summary. The main content area shows a table of storefront reservations. The table has columns for Storefront Name, Address, District, Date, Day, Time, and a Reserve button. The first six rows are for 'ACME Markets' in the 'Southern Shore' district, with dates ranging from August 24 to September 1. The last four rows are for 'Lowe's Home Improvement' in the 'Northern Lights' district, with dates ranging from August 9 to August 20. The interface also includes filters, a search bar, and a 'Show' dropdown menu.

Storefront Name	Address	District	Date	Day	Time	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 24	Sat	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 25	Sun	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Sep 1	Sun	10AM - 2PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 24	Sat	2PM - 6PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Aug 25	Sun	2PM - 6PM	Reserve
TOP STOREFRONT	ACME Markets	Southern Shore	Sep 1	Sun	2PM - 6PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 9	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 16	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 23	Fri	4PM - 8PM	Reserve
RECOMMENDED	Lowe's Home Improvement	Northern Lights	Aug 20	Fri	4PM - 8PM	Reserve



# 2025 STOREFRONTS™

**670,000 HOURS AT 7,000+ LOCATIONS WILL BE AVAILABLE FOR ALL UNITS!**

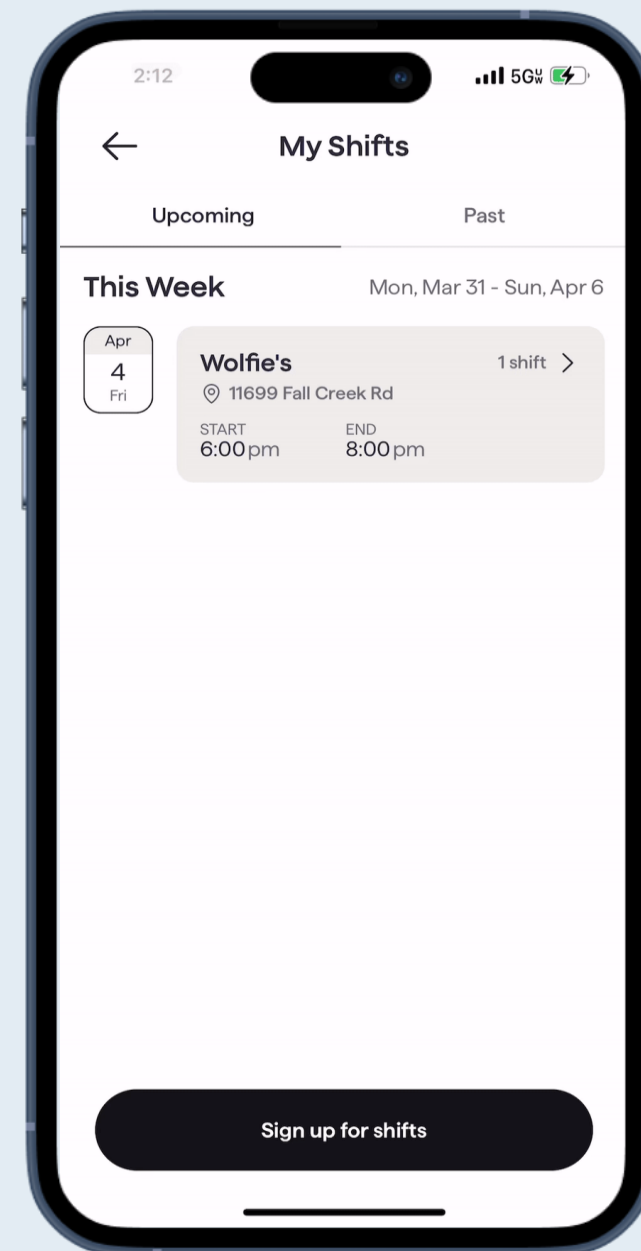
**Every hour will have \$300 potential based on foot traffic and trained Scouts!**

- 860,000 total booked hours by Trail's End:
  - 670,000 available for all Units!
  - 190,000 hours pre-assigned to VIP units (\$20k+).
  - All units reserve earlier this year on 2nd day.

## RESERVATION SCHEDULE

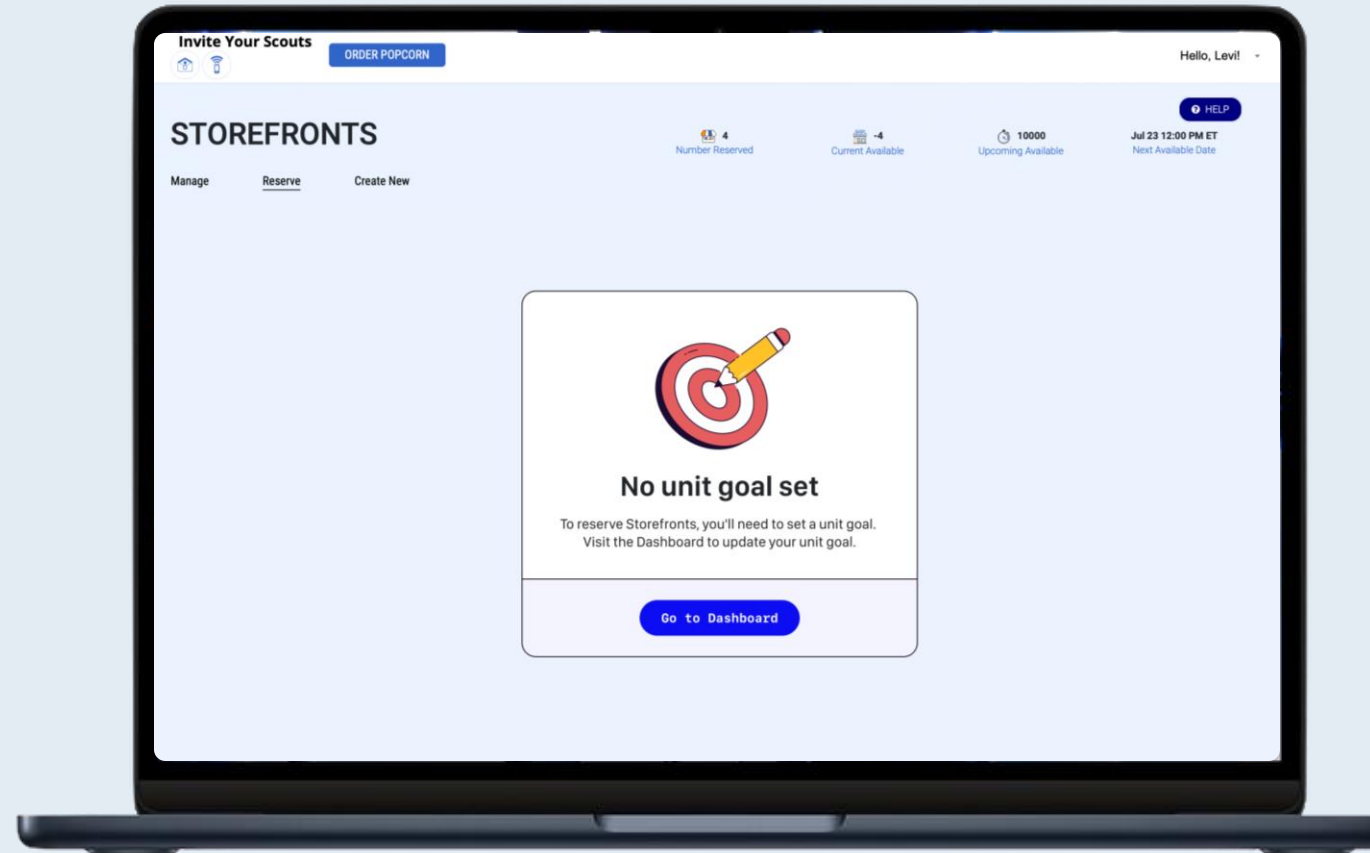
8 PM EST	2024 SALES	RESERVATIONS
July 22	\$10k+	4
July 23	All Units	2
July 24	All Units	Unlimited

**PROVIDING MORE FUNDRAISING OPPORTUNITIES FOR ALL UNITS AND SCOUTS!**



# STOREFRONT EFFICIENCY

- ✓ Updated reservation time – 8 pm (ET)
- ✓ Goal required to reserve storefronts
- ✓ Guidance on storefront hours needed to reach goal
- ✓ Auto-release on Thursdays at 8 pm (ET) for Fri - Sun reservations
  - 38% of weekend hours were claimed in 2024 and not used by Scouts





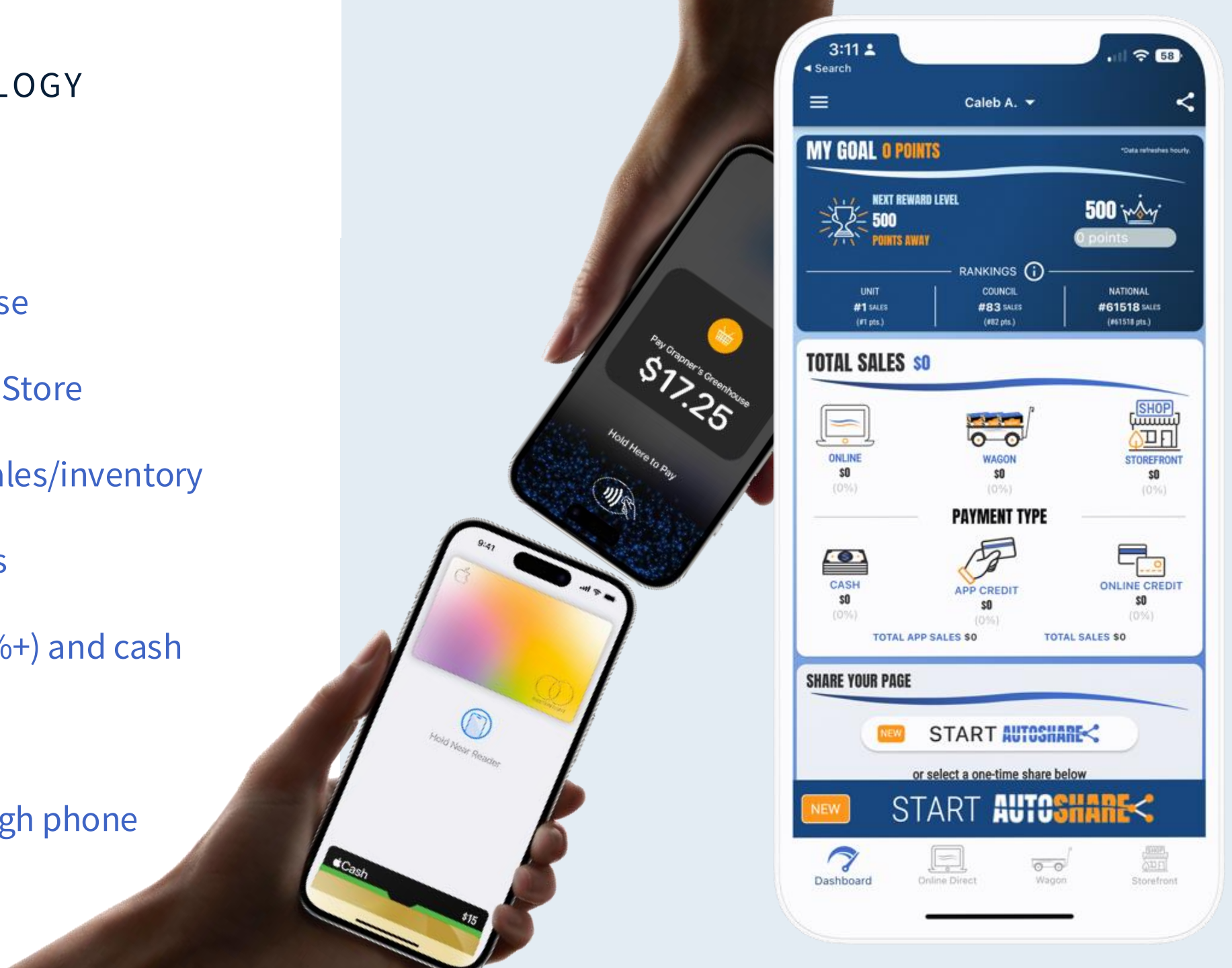
*Trail's End*®

## **2025 STOREFRONTS™**

- More opportunities for you to secure locations!
- Shifts with 0 Scouts for the upcoming weekend will be released on Thursday at 8pm for everyone to claim.
- Too many shifts were “no showed” in 2024 – this will help!

# TRAIL'S END TECHNOLOGY 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
- Tap to pay directly through phone

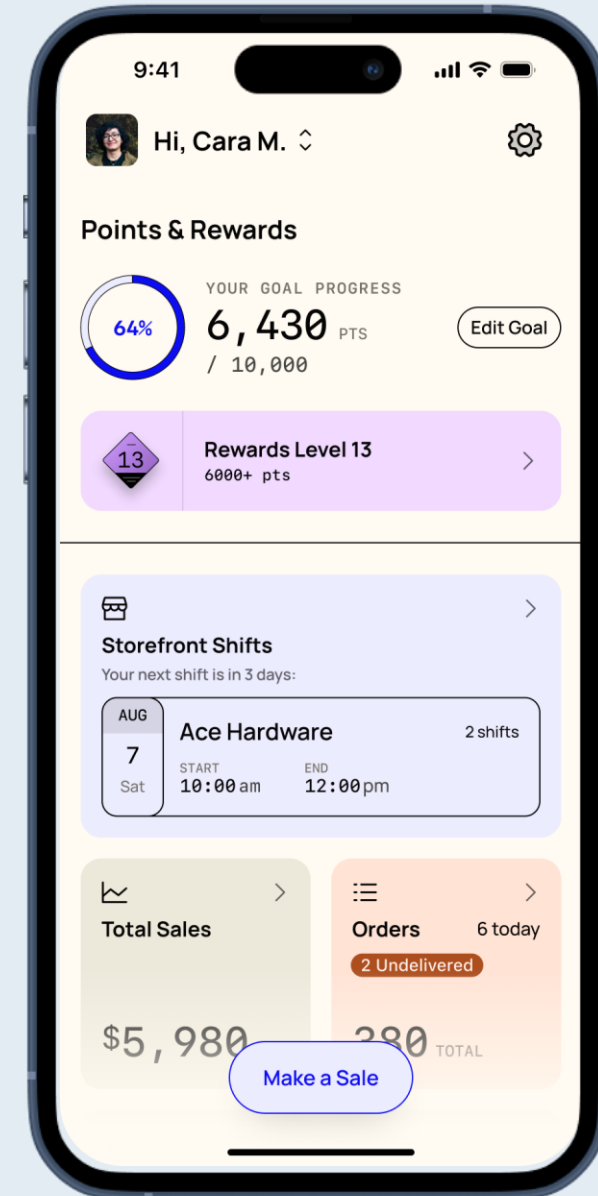


Trail's End App

# DASHBOARD

✓ Single screen for all key actions:

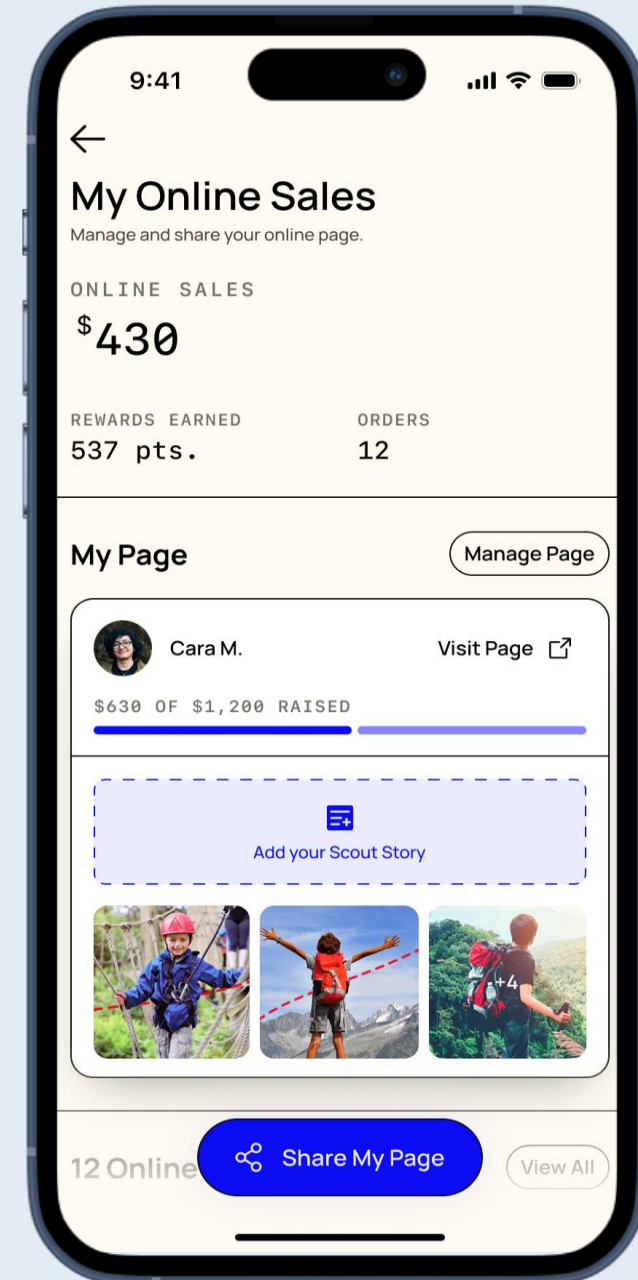
- Make a sale
- Goal and rewards
- Cash to Credit
- Storefronts
- Sales data
- Orders
- Online sales
- Training



Trail's End 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



## 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! 🌟

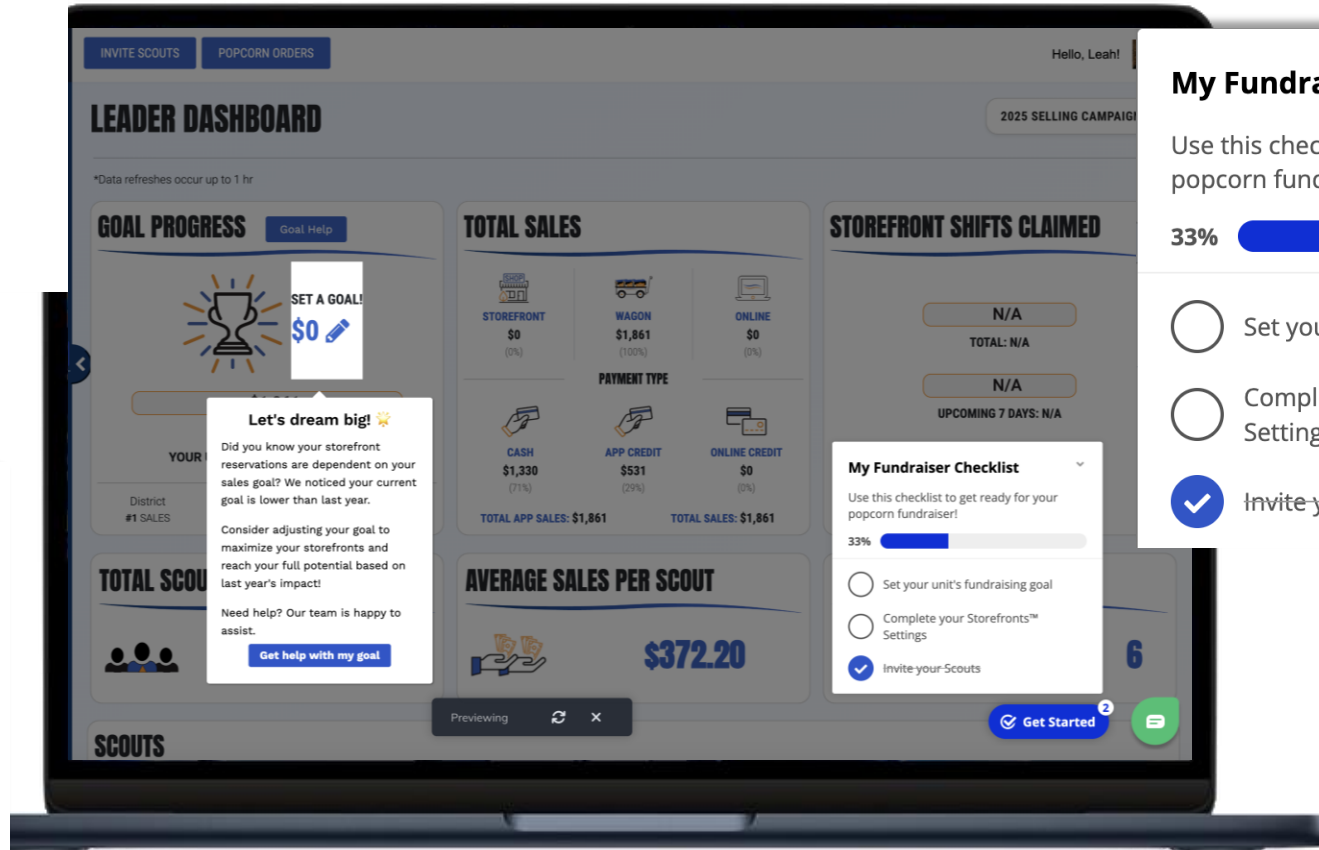
Did you know your storefront reservations are dependent on your sales goal? We noticed your current goal is lower than last year.

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](#)

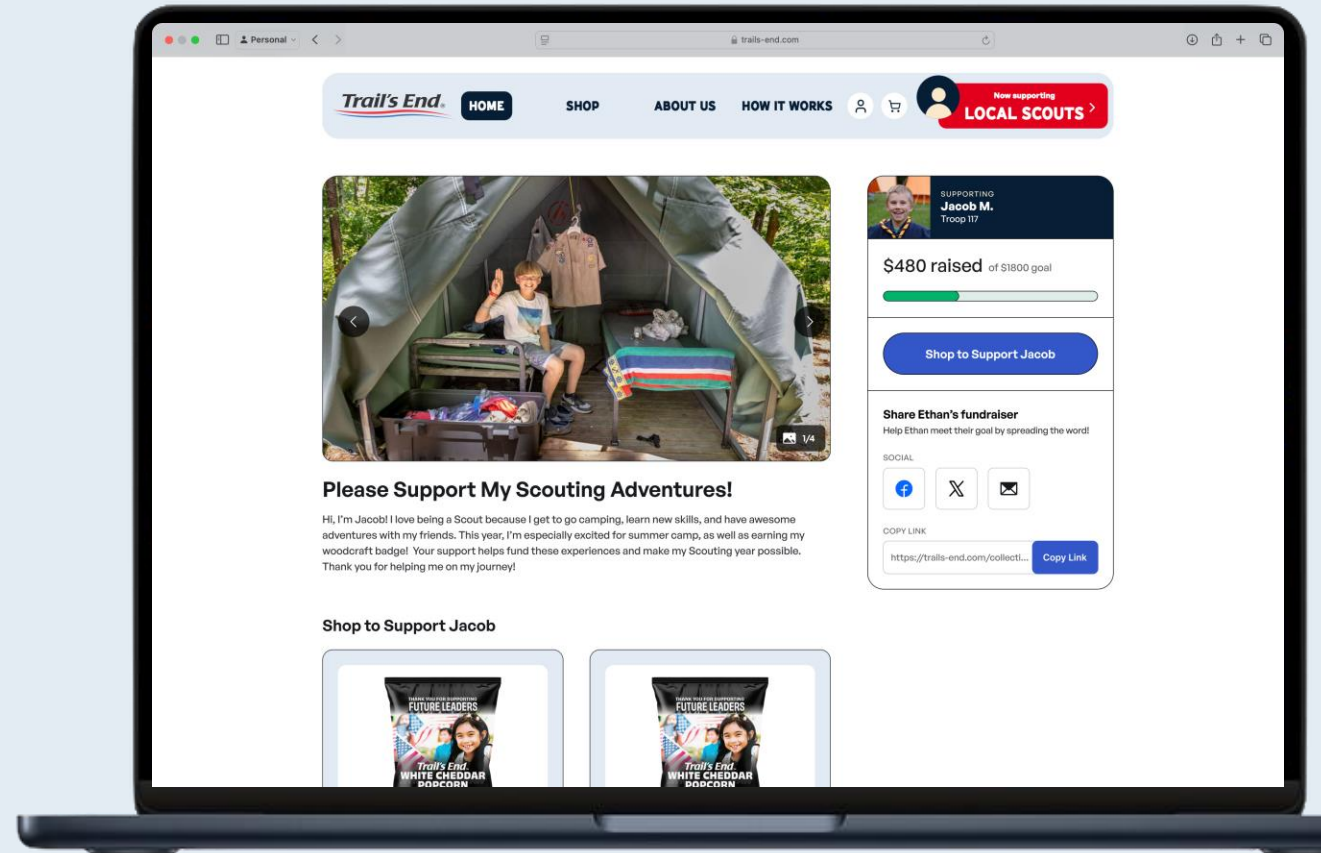
# IN-APP GUIDES



- 570+ completed
- 1700 units with a goal

# TRAIL'S END ONLINE

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



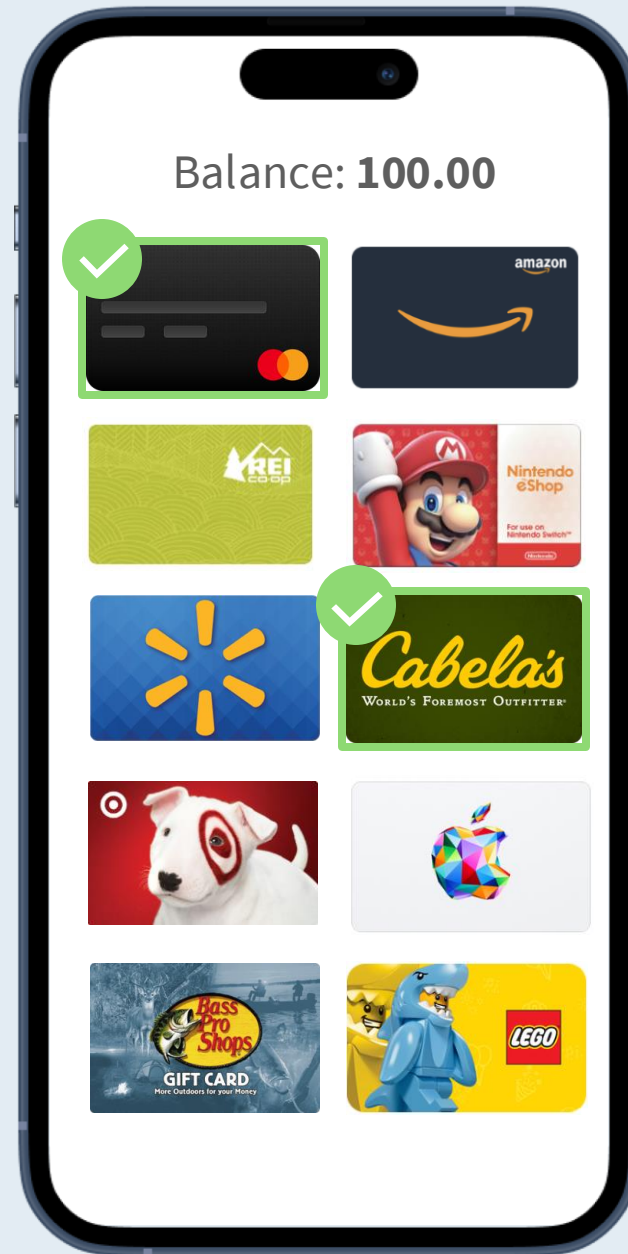
TRAIL'S END TECHNOLOGY  
**TAP TO PAY DEMO**



## TRAIL'S END APP

# SCOUT 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

## MINSI TRAILS

# SCOUT REWARDS

- ✓ Council Top Seller (\$3,500+): \$200 LEGO Gift Card
- ✓ District Top Sellers (\$2,500+): \$100 LEGO Gift Card
- ✓ Summer Camp Certificate (\$3,500+)
- ✓ \$1,500 Club
- ✓ Campaign Patch
- ✓ Unit Camping Certificate
- ✓ **Blitz WEEKS!**



# 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!



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# \$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.



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# 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!

# 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.



**\$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

# Council Sale Details

## Dates

- Show & Sell Order #1:
  - July 25<sup>th</sup>, 2025
- Show & Sell Order #2:
  - September 12<sup>th</sup>
- Take Order:
  - November 7<sup>th</sup>

## Commission

- Base: 38%
- Online: 30%

## Pickup

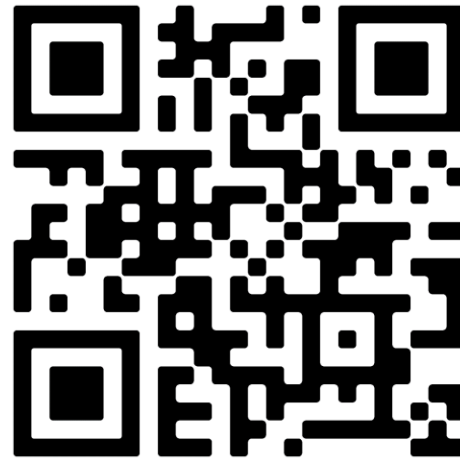
- Show & Sell #1:
  - ATAS International
  - August 8<sup>th</sup>, 2025
- Show & Sell #2:
  - ATAS International
  - September 25<sup>th</sup>, 2025
- Take Order:
  - ATAS International
  - November 20<sup>th</sup>, 2025

# Support

**Trail's End**<sup>®</sup>  
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

Brennan Malenovitch

- [Brennan.Malenovitch@scouting.org](mailto:Brennan.Malenovitch@scouting.org)
- (610) 465-8560

Teresa Smith

- [Teresa.smith@scouting.org](mailto:Teresa.smith@scouting.org)
- (610)465-8574

The background is a dark blue field filled with faint, light blue line art of outdoor scenes: tents, trees, mountains, and a backpack. A red dashed line winds across the image, decorated with yellow four-petaled flower icons. The text "Trail's End" is written in a white, bold, italicized serif font, with a registered trademark symbol (®) to its right. A thick red swoosh underline is positioned below the text.

***Trail's End***®

**THANK YOU!**

**Comments and Questions?**