

Pack 828 2025



Why Popcorn?



Fund our entire year of Scouting with just one fundraiser!

Fund your unit's program

- Overnight camp fees
- Patches & Awards
- Pinewood Derby
- Unit Adventures – hockey, baseball
- Unit Supplies & Equipment

Character development

Awesome Rewards

Improve our camps and council resources

More adventures, less time fundraising!

- In 2024 we had 38 scouts participate in popcorn sales!
- We sold **\$24,685**
- We also ranked #9 out of 10 units in the GG Council
- Scouts averaged \$685 in sales



2025 GGAC Commissions

Trail's End[®]



We have a pack budget goal to raise \$9k

Target popcorn sales goal of \$25k

We need 100% scout participation

35% commission for all units

Last years data:

TOTAL SALES: \$24,685

TOTAL SALES

		
STOREFRONT	WAGON	ONLINE
\$18,798	\$3,351	\$1,986
(78%)	(14%)	(8%)
RANKINGS		
		
District #10 SALES	Council #54 SALES	National #10933 SALES

AVERAGE SALES PER SCOUT

Average Sales Per Scout
 **\$685.70**

Golden Gate Area Council



Trail's End App

New Scouts: download & register

- Use your zip code or Trail's End Unit Code
P33ZC
- 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



Golden Gate Area Council



Fall 2025 Popcorn Sale Dates

SEPTEMBER –

Shifts in 2-hour blocks with two scouts

Can sign up now in TE App – Unit Code is **P33ZC**

August 16th, 17th, 23rd, 24th, 30th, 31st Store Front Sales

September 13th, 14th, 20th & 21st Store Front Sales

OCTOBER

October 28th Take Orders Due

NOVEMBER

November 11th Take Order Pickup

We can accommodate your schedule and create store fronts for you and your scout beyond Sept 15th. Just contact **Thej Sunil** at **510-610-8164**



WAYS TO SELL

Trail's End®

STOREFRONT SALES

- Leverage high foot traffic retailers
- Reserved by Parents in TE App
- Sign up to sell in person at a store
- \$162 per hour National average
- Some high traffic site will have max of 2 scouts while others will have one scout

*Parents will need to pick up inventory, set up, break down table and return to Thej's home at 2793 Marsh Dr

WAGON SALES

- Any 'Face to Face' sale not at a storefront.
- Deliver product to your family, friends and neighbors' homes
- Ask parents to ask their co-workers
- Mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, and deliver products
- Undelivered: Take order and deliver products later
- Always have an adult with you

*Contact Thej if you want to check out product at 510-610-8164

ONLINE DIRECT

- Ship direct to your customers
- Record in the app
- Share your page via email, text, social media or QR code
- No handling of products or cash
- \$65 Average Order
- Products & prices may vary
- Shipping/Tax may apply
- Available year-round

Storefront Best Practices

Trail's End
Scout Fundraising

One Scout and their Parent - **Making \$500/hour a Reality!**

Prep

- Enough popcorn to sell \$500 per hour.
- A fully charged phone with the Trail's End App.
- Bluetooth Square reader
- 6-foot table & banner
- Cash box with small bills.
- Scout should use the restroom before shift.
- Place products highest to lowest.
- NEVER put prices on table.

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

Parent Role

- Encourage your Scout to keep asking. No's happen, that's okay!
- Handle table and products setup.
- Stand and thank everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.

TRAIL'S END 2024

TRADITIONAL PRODUCTS

Trail's End[®]



**MICROWAVE
BUTTER
POPCORN**
\$25



**WHITE
CHEDDAR
POPCORN**
\$20



**POPPING
CORN**
\$20



**SALTED
CARAMEL
CORN**
\$20



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



REWARDS



2025 SCOUT REWARDS

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

We will
announce
pack
rewards
on top of
TE awards

- Announced at later date



2025 GGAC Scout Incentives

Trail's End
Scout Fundraising



*Cub Scouts earn the following discounts at Day Camp:

- \$1000 in sales - 25% off
- \$1500 in sales - 50% off
- \$3000 in sales - 100% off

TRAIL'S END APP



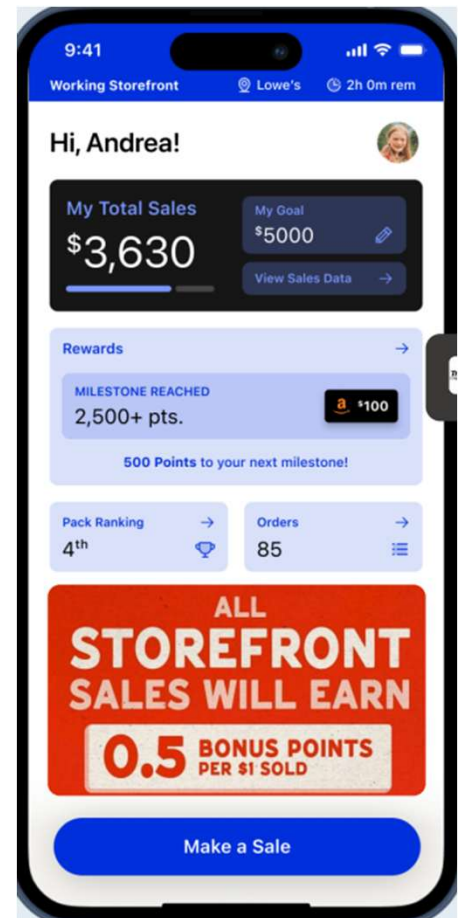
The Trail's End App supports **ALL** the ways our unit sells:

- Online Direct
 - Share your Virtual Store Page
 - Record in-person sales in the App
- Wagon Sales
 - Door-to-Door
 - At your parents' workplace
 - Deliver now, or later
- Storefronts / Booths

Text **APP** to **62771** to download the Trail's End App

When registering your scout connect to our pack by selecting using our unit code P33ZC

- Select Council – Golden Gate Council
- Select District – Meridian
- Select Unit – Pack 0828

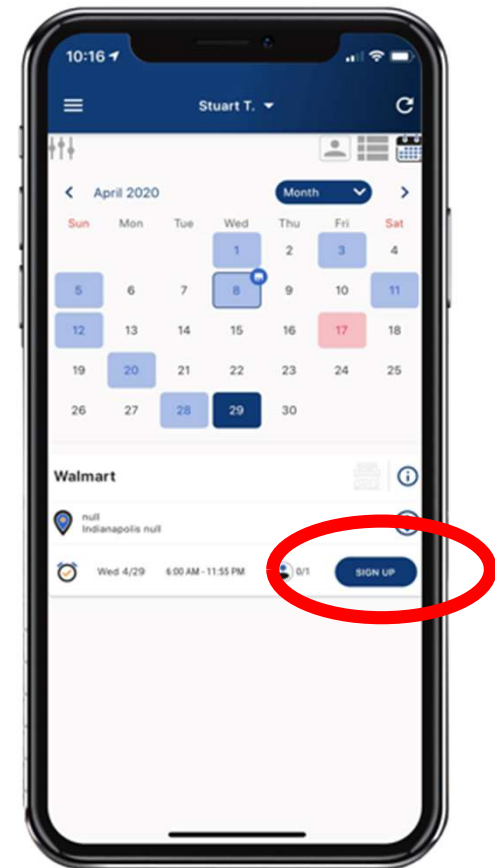


STOREFRONTS



Parents Sign up for at least 4 storefront shifts! Need 100% participation

- Scouts sign up for shifts in Trails End APP
- 2 scouts per shift plus 2 parents – slow moving sites will have 1 scout and one parent
- Each shift is 2 hours – always arrive 15 min prior to your shift
- Call me if you don't find a date and time that works for you
- Record ALL sales in the Trail's End App
 - **NEW:** Text order to customer to complete purchase on their phone to keep a social distance
- Remember to tell customers, "We prefer credit/debit!"
 - Customers spend 27% more with credit cards versus cash
 - *Be sure to wait until you see that the transaction is complete before you leave.*



2025

Trail's End®

TRAIL'S END 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



Credit Card

Trail's End
Scout Fundraising

Credit is Best for Scouts

- **Safer, easier & higher sales for Scouts!**
- Trail's End pays all fees!
- Ways to accept credit in App:
 - Square Bluetooth - contactless cards, chip cards, Apple Pay & Google Pay
 - Square Swipers: Lighting (Apple) & Headphone jack (Android)
 - Manual Entry (no reader): type card
 - Apple Pay, Google Pay & Cash App Pay: use share feature at checkout for customers to pay on their device!



NEW

Cash to Credit

Parents

- Use their card and keep the cash.
- Available at end of shift (up to 30 minutes after).
- Scouts earn more Rewards.

Leaders

- Use their card and keep the cash.
- Available after shift until 2:59am ET.
- Scouts earn more Rewards.

Online Best Practices

Trail's End
Scout Fundraising

Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products online.

Customize Page

- Upload a profile picture.
- Write a description - "Tell your customers why they should support Scout fundraising."
- Select your favorite product.

Share

- Share your online fundraising page link with family and friends!
- Use the App to post on social, send emails and texts & generate a QR code.
- Follow-up with customers who have not bought.



CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

GET READY TO SELL



Sell More Perfect Your Sales Pitch

- Big smile, make eye contact, introduce yourself, and which pack you are a part of

“Hello, I’m [Your First Name] from [Pack#]”

- Let people know your goals

“I’m earning my way to [adventure or summer camp]”

- Close your sale

“Can I count on your support today?”

- Thank your customer and end your sale

“Thank you, we prefer credit / debit payment”

Look Sharp, Be Prepared

- Always wear your **Class A uniform**
- Always speak clearly and say, “Thank you!”
- Download the app and login in advance
- Grow your sales by asking every customer
- Know your products
- Be ready to answer “What is your favorite flavor and why?”
- Ask the customer for their support of your Scouting activities.
- Tell your customer what being a Scout means to you

TIP: Visit the app training section: How to guides, tips, and resources



GET READY TO SELL

Trail's End[®]



Thank You Parents and Scouts



UNIT CONTACT INFO

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