



POPCORN 2025

Power-Up Our Scouts – One Kernel at a Time!



Scouting America
Central Florida Council

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1951 South Orange Blossom Trail
Apopka, FL 32703

Central Florida Council

www.cflscouting.org

popcorn.cflscouting.org

www.trails-end.com



The Scouts are powering up for popcorn sales—Mario style!

Join our adventure as they team up with their favorite Mushroom Kingdom pals, jumping into action and spreading buttery fun across the land. Grab your popcorn and help level up support for a great cause!



Scouting America
Central Florida Council



2025 SCOUT & PARENT GUIDE

PREP

Trail's End App

New Scouts: download & register

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

- 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



<https://qrco.de/trails-end>

Explore the App

- Set your goal on the dashboard
- Customize your online fundraising page
- Sign-up for storefront shifts
 - View site instructions for store / setup details
- Watch storefront videos on Training page

Practice Your Sales Pitch

"Hi, my name is _____ (first name only!) and I'm earning my way to _____ (goal for your funds)! Can I count on your support?"

My favorite flavor is _____ (pick one!). If you don't have cash, don't worry, we prefer credit card!"

Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. If you cannot remember your sales pitch, say, "Will you help me go to Camp?" Even if the customer says no, always say, "Thank you" and "Have a good day."

Sales Tips

- Follow the Guide to Safe Scouting at all times
- Make a list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your field uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support



<https://www.facebook.com/groups/TEScoutParents>

Storefronts™

- Thank store managers & employees for supporting Scouting!
- Setup table near exit door, or where specified by store
- Enhance the shoppers' experience; do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Leave No Trace!

My Leader: _____

Phone / Email: _____

For more information, visit our FAQs →



<https://support.trails-end.com>

SELL

Best Practices

- Record all sales in app, including donations
- Heroes and Helpers™: your customers can send products to military troops, first responders & food banks, while still supporting you!
- Follow-up with online customers who have not supported
- Set goal in the app & track your progress

Sales Methods

- Storefronts: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text; products will be ship to them.
- Scout Sales: sell to family & friends in person

Rewards

Choose the prizes you want by recording sales in the Trail's End App and collecting points towards eGift Cards!



- New eGift Cards*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Heroes and Helpers: 1.75 pts (credit & online), 1.5 pts (cash)
- Credit & Online: 1.25 pts
- Cash: 1 pt
 - Each sale only accrues points in the applicable category above in which it will earn the most points
- Cash to Credit™: receive additional 0.25 points for every cash dollar converted to credit
 - Points for Storefront cash converted are split among Scouts working the store that day
- Scan QR code flyer to view storefront & online bonuses!

<https://wh-wf-training.s3.amazonaws.com/2025%20Scout%20Rewards.pdf>

Trail's End App - Credit Sales

Faster, safer, higher sales, & Trail's End pays all fees!

- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware needed
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually or share orders with customers to checkout on their device

WRAP UP

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank customers
- Claim Rewards
- Choose the prizes you want with your eGift Card

Enjoy your Scouting year!

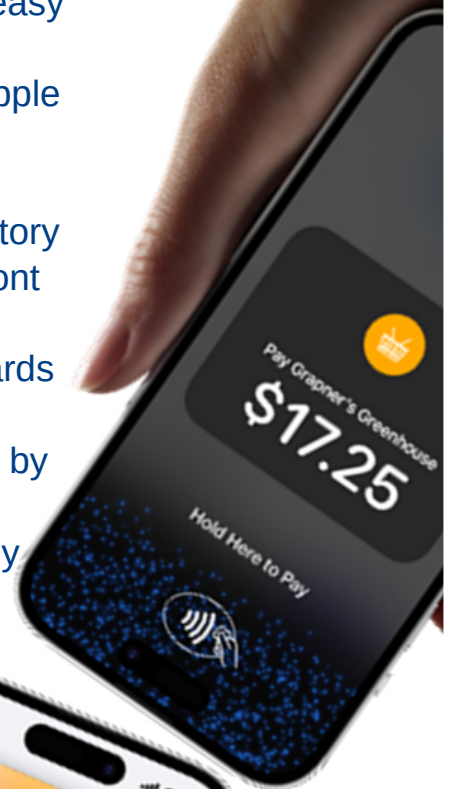
*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms. Identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older).

SCOUT APP



New “Tap to Pay” Technology

- 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





(2) tickets - one youth/one adult to the Top Seller Party including prizes, food, music & more at Camp La-No-Che!

All sales must be recorded in the app.



	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.

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

Trail's and Distributed Rewards earned in 2025 must be claimed by June 30, 2026.

*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-and.com/legal/terms. The merchants represented are not sponsors of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates and do not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older). Virtual Prepaid Mastercard is issued by Pathward®, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. No cash access or recurring payments. Can only be used in the U.S. where Debit Mastercard is accepted online, for phone/mail orders or in stores that accept mobile wallet. Card valid for up to 6 months; unused funds will forfeit after the valid thru date. Terms and conditions apply.

NEW REWARD OPTIONS* - PICK ONE OR MULTIPLE!

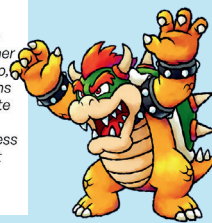
AMAZON, TARGET, WALMART, PREPAID MASTERCARD®, DICK'S SPORTING GOODS, NINTENDO, REI, GAMESTOP, BASS PRO SHOPS, BEST BUY, CABELA'S, APPLE, LEGO, XBOX, AND PLAYSTATION

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



EARN MORE! EASIER!
Download the Trail's
End App today





2025 ★

Check this Out!



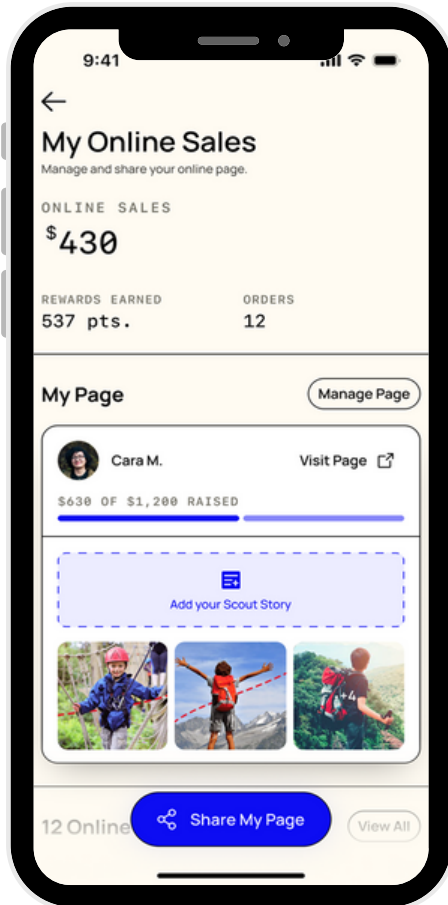
**SELL \$250 IN AMERICAN
HEROES DONATIONS (ONLINE
OR SHOW N' SELLS) AND EARN
THIS SPECIAL EDITION HAT!**

*All sales must be recorded on the trails-end
app to qualify.*

Please register your sales at:
popcorn.cflscouting.org



SCOUT APP ONLINE SALES



Share My Page Feature

✓ **Share** is the primary action for Scouts

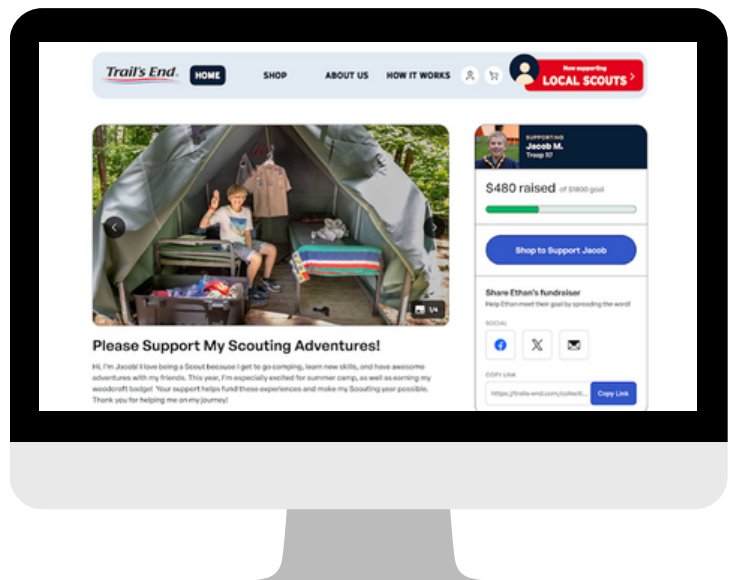
- Past customers
- Text
- Email
- Social

✓ Scouts are guided to **personalize** their page with new empty states to help them get started

Share Your Story

✓ Redesigned Scout pages that:

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



OVER 70% STAYS LOCAL!*



**WHITE
CHEDDAR
POPCORN**

\$20



**SALTED
CARAMEL
CORN**

\$20



**SWEET & SALTY
KETTLE CORN**

\$20



**POPPING
CORN**

\$20



**MICROWAVE
BUTTER
POPCORN**

\$25



**HONEY ROASTED
PEANUTS**

\$25



SUPPORT OUR HEROES AND HELPERS™!

By providing your support to Scouting, you're helping bring heartwarming snacks to military personnel and their families, first responders and local food banks!



**MORE ONLINE PRODUCTS
& NUTRITIONAL FACTS**

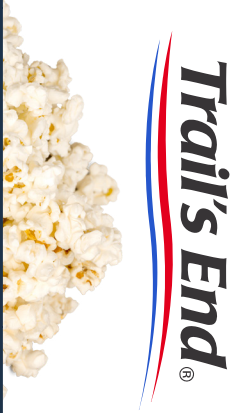
ONLINE SCOUT ID:

Product images for illustration purposes only, **actual product packaging may vary**. Products, pricing and specifications subject to availability and change without notice. *Amount donated is calculated based on Trail's End Return to Scouts, see Terms & Conditions at portal.trails-end.com/esgn/terms for details. All sales of Trail's End products may only be conducted by individuals authorized by Trail's End in compliance with all applicable terms of sale and agreements.

THANK YOU FOR YOUR SUPPORT!

70% of sales stays locally* and pays for summer camp, outdoor adventures, program expenses, and helps families who can't afford Scouting. Scouts who fundraise with Trail's End learn public speaking, goal setting, entrepreneurship, perseverance, and how to earn their way.

WHITE CHEDDAR POPCORN
SALTED CARAMEL CORN
SWEET & SALTY KETTLE CORN
POPPING CORN
12PK MICROWAVE POPCORN
HONEY ROASTED PEANUTS
HEROES AND HELPERS™



NAME		STREET ADDRESS / PHONE NUMBER / EMAIL		NUMBER OF PACKAGES ORDERED										AMOUNT DUE		DELIVERED ✓	PAID ✓
1				\$20	\$20	\$20	\$20	\$20	\$25	\$25	\$1			1			
2														2			
3														3			
4														4			
5														5			
6														6			
7														7			
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16														16			
17														17			
18														18			
19														19			
20														20			
(add lines 1-20 and enter here)													GRAND TOTAL	\$			

SCOUT

UNIT

MY GOAL

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