



CHIEF SEATTLE COUNCIL
— SCOUTING AMERICA —

2026 UNIT KERNEL RESOURCE GUIDE

★ LAUNCH YOUR ADVENTURE ★

POPCORN SALE PLANNING & OPERATIONS MANUAL

MISSION OBJECTIVE

To provide Unit Leaders and Popcorn Kernels with the tools, resources, timelines, and strategies needed to conduct a successful 2026 Popcorn Sale while helping Scouts develop:



LEADERSHIP



CONFIDENCE



GOAL SETTING



COMMUNICATION SKILLS



FINANCIAL LITERACY



TEAMWORK



INSIDE THIS RESOURCE GUIDE

- ✓ 2026 Sale Calendar
- ✓ Commission Structure
- ✓ Recognition Program
- ✓ Unit Budget & Goal Planning Tools
- ✓ Storefront Sales Resources
- ✓ Scout Sales Materials
- ✓ Recruitment Planning Resources
- ✓ Important Deadlines & Contacts



FUNDING ADVENTURE.



DEVELOPING LEADERS.



BUILDING CHARACTER.



★ MISSION CONTROL HEADQUARTERS ★

For the latest forms, training videos, sales resources, key dates, downloads, and updates, visit:



<https://www.scoutingseattle.org/popcorn/>

Your headquarters for everything related to the 2026 Popcorn Sale.

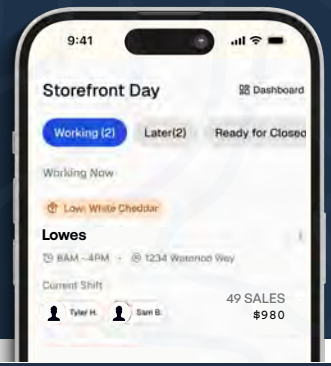
YOU'LL FIND:

- ✓ Leader Guides
- ✓ Training Materials
- ✓ Sales Forms
- ✓ Budget & Goal Worksheets
- ✓ Storefront Resources
- ✓ Recognition Information
- ✓ Important Deadlines
- ✓ Frequently Asked Questions

CHIEF SEATTLE COUNCIL, SCOUTING AMERICA
SUMMER 2026

Trail's End®

2026 Leader Guide



New to Trail's End?

Register here: login.trails-end.com/unit-registration

START

Log into the Leader Portal

- Complete **"Plan Your Fall Fundraiser"** so Trail's End can secure Storefront hours for your Unit

Set Goals

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

Manage Storefronts

- View "Reserve Storefronts" for available hours.
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" to achieve goals faster

Throughout the Sale

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

When the Sale Ends

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

FINISH



HEROES AND HELPERS®

Units earn commission, Scouts earn bonus Rewards, and Trail's End delivers heartwarming snacks to military personnel and their families, first responders and local food banks.

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.

TRAIL'S END APP®

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

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



GO CASHLESS

Trail's End pays all credit card fees.

Tap-to-Pay is integrated directly into the App, making transactions **faster, easier, and safer** for everyone

... AND Scouts earn more Rewards with credit!



Join Our Leader Community

fb.com/groups/TEPopcornCommunity

Support and FAQs

support.trails-end.com



Meet Fin - Trail's End's new Chatbot

Get live answers in the Portal!

LAUNCH YOUR ADVENTURE

2026 POPCORN SALE

★ 2026 POPCORN SALE CALENDAR ★

DATE	EVENT	DETAILS
 APRIL 1	LEADER / UNIT REGISTRATION STARTS	Register your unit and get ready for an out-of-this-world adventure!
 JUNE 23	UNIT LEADER SALES BRIEFING #1 <i>(For 2% Commission)</i>	Training, tools and tips for a successful mission!
 JULY 1	UNIT LEADER SALES BRIEFING #2 <i>(For 2% Commission)</i>	More training and strategies to help your unit soar!
 JULY 9	TE STOREFRONT SELECTION PORTAL OPENS	Units can begin selecting their preferred storefront locations.
 JULY 13	UNIT LEADER SALES BRIEFING #3 <i>(For 2% Commission)</i>	Final training session to help you launch strong!
 JULY 22	10K PLUS UNITS FROM 2024 CAN RESERVE UP TO 4 STOREFRONTS	Exclusive early access for top-performing units!
 JULY 23	ALL UNITS CAN RESERVE UP TO 2 STOREFRONTS	Reserve your locations and plan for success!
 JULY 24	ALL UNITS CAN RESERVE UNLIMITED STOREFRONT SPACE	All remaining storefront locations become available.
 JULY 24 11:59 PM	EARLY BIRD ORDER SUBMITTED ONLINE BY 11:59 PM	Place your Early Bird order online by the deadline.
 JULY 31	UNIT PROGRAM CALENDARS, BUDGETS & FALL RECRUITMENT PLANS DUE <i>(For 2% Commission)</i>	Submit required documents to earn commission credit.
 AUGUST 6	EARLY BIRD ORDER DELIVERED TO SITES AND DISTRIBUTED. STOREFRONT SALES COMMENCE	Get your product and start selling!
 AUGUST 28 11:59 PM	SEPTEMBER ORDER SUBMITTED ONLINE BY 11:59 PM	Place your September order by the deadline.
 SEPTEMBER 10	SEPTEMBER ORDER DELIVERED AND DISTRIBUTED	Receive and distribute your September order.
 NOVEMBER 2	POPCORN SALE ENDS	Sales end – great job, your mission is almost complete!
 NOVEMBER 2	LAST DAY TO RETURN ANY FULL CASES OF POPCORN	Limit 5% of original order can be returned. No loose products can be returned. We only accept full cases.
 NOVEMBER 2 11:59 PM	FINAL UNIT ORDERS SUBMITTED ONLINE BY 11:59 PM. SCOUT REWARDS FINALIZED IN TE LEADER PORTAL. AND COUNCIL INCENTIVES FORMS EMAILED TO THE COUNCIL OFFICE.	Complete all final steps to close out your mission.
 NOVEMBER 6	EMAIL FOR ANY OUTSTANDING AR IS SENT TO UNITS.	Check your email and resolve any outstanding amounts.
 DECEMBER 4	FINAL PAYMENT DUE	Final payment due to the Council.
 MARCH 6	BIG SPIN PARTY (SITE TBD)	Celebrate your success at the Big Spin Party!



STAY ON MISSION!

- ✓ Use the App and Online Direct to reach your goals.
- ✓ Communicate your progress and celebrate wins.
- ✓ Keep your scouts motivated and your unit on track!



CHIEF SEATTLE COUNCIL
PREPARE FOR ADVENTURE. PREPARE FOR LIFE.®

THANK YOU FOR HELPING
SCOUTS **LAUNCH THEIR ADVENTURE!**



LAUNCH YOUR ADVENTURE

2026 POPCORN SALE

★ 2026 COMMISSION STRUCTURE ★

Maximize your unit's earnings by completing these simple steps and launching your success!



BASE COMMISSION

Earn a strong foundation for your unit.

33%
COMMISSION



2% KEY LEADER AND KERNEL ATTEND COUNCIL SALES TRAINING

Build knowledge. Get aligned. Earn more for your unit.

2%
COMMISSION



2% TURN IN RECOMMENDED BUDGET, CALENDAR, AND FALL RECRUITMENT PLAN

Plan ahead. Stay organized. Earn more for your unit.

2%
COMMISSION



ACHIEVE BOTH STEPS ABOVE TO EARN

37% TOTAL COMMISSION

BASE 33% + 2% TRAINING + 2% PLANS

**NEW
IN 2026!**



EARN AN ADDITIONAL 3%

for a total of 40% commission by achieving your unit's aspirational goal as determined by the council.

3%
COMMISSION



ACHIEVE YOUR ASPIRATIONAL GOAL TO EARN

40% TOTAL COMMISSION



CHIEF SEATTLE COUNCIL
PREPARE FOR ADVENTURE. PREPARE FOR LIFE.®

THANK YOU FOR HELPING
SCOUTS LAUNCH THEIR ADVENTURE!



LAUNCH YOUR ADVENTURE

2026 POPCORN SALE

★ 2026 RECOGNITION PROGRAM ★

SCOUTS CAN EARN AWESOME REWARDS AS THEY LAUNCH THEIR ADVENTURE AND HELP THEIR UNIT REACH FOR THE STARS!



JOIN THE MISSION

Sell \$100 through the App and earn a Launch Your Adventure Mission Patch.



ROCKET CADET

Sell \$500 and earn a collector's Rocket Cadet Pin.



GALAXY SCOUT

Sell \$1,000 and receive a collectible water bottle.



STAR NAVIGATOR

Sell \$1,750 and receive free admission for two to 2027 Scout Night at the Mariners.



SPACE EXPLORER

Sell \$2,500 and earn \$100 towards any council summer camp, Day Camp, or NYLT Course.



MISSION COMMANDER

Sell \$3,500 and earn a Mission Commander T-shirt plus admission to the 2027 Big Spin Party on March 6.



GALACTIC LEGEND

Sell \$10,000 and earn a personalized Galactic Legend Belt to be awarded at the 2027 Big Spin Party.



★ NEW UNIT INCENTIVE ★

New Unit Incentives: Units receive \$480 (2 free Cases) in free products. They must attend a council Leader briefing and turn in a Budget/Calendar/and Fall recruitment Plan, and schedule and conduct 1 storefront sale. Units will be encouraged to order a small \$2,500 order for which the \$480 incentive is guaranteed.



CHIEF SEATTLE COUNCIL
PREPARE FOR ADVENTURE. PREPARE FOR LIFE.

THANK YOU FOR HELPING
SCOUTS LAUNCH THEIR ADVENTURE!



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

NEW

Earn points on sales between levels!

With 100% credit sales, Scouts claim when ready!

Each point = \$0.01 in gift cards; minimum of \$600 in sales is required for Rewards claiming to begin.



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 Scouts, Parents, and Leaders, and **credit means Scouts, Packs/Troops, and Councils get paid faster.**



DOWNLOAD THE TRAIL'S END APP® TO START EARNING

Here's what Scouts earn with all credit sales:

SALES LEVEL	BASE POINTS (4 POINTS PER \$1)		LEVEL BONUS POINTS		TOTAL POINTS	\$ REWARDS	WHAT YOU COULD GET
\$25,000*	100,000	+	235,000	=	335,000	\$3,350	Family Vacation
\$15,000	60,000	+	140,000	=	200,000	\$2,000	High Adventure
\$10,000	40,000	+	70,000	=	110,000	\$1,100	Canoe
\$7,500	30,000	+	50,000	=	80,000	\$800	3D Printer
\$5,000	20,000	+	30,000	=	50,000	\$500	Gaming Console
\$4,000	16,000	+	21,500	=	37,500	\$375	Day Camp
\$3,000	12,000	+	13,000	=	25,000	\$250	Hiking Backpack
\$2,000	8,000	+	3,000	=	11,000	\$110	Drone
\$1,500	6,000	+	1,500	=	7,500	\$75	Camping Tent
\$1,000	4,000	+	500	=	4,500	\$45	Video Game
\$600	2,400	+	100	=	2,500	\$25	Water Bottle

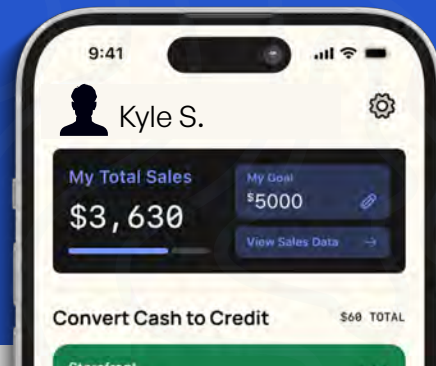
***Earn additional 45,000 bonus points for every \$5,000 sold above \$25,000**

Trail's End Rewards earned in 2026 must be claimed by March 31, 2027. All rewards and promotions are subject to Terms and Conditions.

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. Please visit each company's website for additional terms and conditions.

Trail's End®

2026 Parent Guide



New to Trail's End?

Download our Scout App here: <https://qrco.de/trails-end>

START

Log into the Trail's End App®

- Sign up for Storefronts shifts
- Personalize and share your online page
- Build your skills with training

Enter the App

- Enter your sales goal in the App
- Recommended: \$2,000 for Cub Scouts and \$3,000 for Scouts BSA

Practice Your Pitch

Hi, my name is ____! I'm raising money for Scouting and ____ (summer camp). Can I count on your support?

- Stand, ask everyone, make eye contact, smile, and always say thank you!

Throughout the Sale

- Enter every sale in the App in real-time
- Track your progress towards your goal
- Set hourly goals - I'm going to sell \$500 this hour!

Track Progress Towards Your Goal

- That's it - you're done.
- Celebrate and enjoy your Scouting year!

FINISH



HEROES AND HELPERS®

Scouts earn bonus Rewards and Trail's End delivers heartwarming snacks to military personnel and their families, first responders and local food banks.



GO CASHLESS!

Ask consumers to pay with credit! Tap-to-pay transactions make it faster, easier, and safer for everyone.

... AND Scouts earn **4x more Rewards** with credit!

TRAIL'S END® REWARDS

Scouts earn eGift Cards (Amazon®, Prepaid Mastercard®, and more) and choose the prizes they want! With 100% credit sales, Scouts claim when ready! [View 2026 Rewards](#)

TRAIL'S END® STOREFRONTS: FUND YOUR YEAR IN A WEEKEND

Trail's End secures **convenient hours and locations** on dates you can sell.



Last year, thousands of Scouts sold **\$300+/hour** over **27,000+** Storefront hours.



Support and FAQs
support.trails-end.com



Join Our Parent Community
fb.com/groups/TEScoutParents



Meet Fin - Trail's End's new Chatbot
Get live answers in the App!



LAUNCH YOUR ADVENTURE

SCOUT INDIVIDUAL ACHIEVEMENT CHART



\$0 - \$499



\$500 - \$999



\$1,000 - \$1,749



\$1,750 - \$2,499



\$2,500 - \$3,499



\$3,500+

SCOUT NAME

1. _____
2. _____
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CHIEF SEATTLE COUNCIL

➔ 2026 POPCORN SALE ➔

PACK/TROOP #

LAUNCH YOUR ADVENTURE

SCOUT INDIVIDUAL ACHIEVEMENT CHART

MISSION COMMANDER
\$3,500+



SPACE EXPLORER
\$2,500 – \$3,499



STAR NAVIGATOR
\$1,750 – \$2,499



GALAXY SCOUT
\$1,000 – \$1,749



ROCKET CADET
\$500 – \$999



BLAST OFF
\$0 – \$499



SCOUT NAME: _____

PACK / TROOP #: _____



CHIEF SEATTLE COUNCIL

➔ **2026 POPCORN SALE** ➔

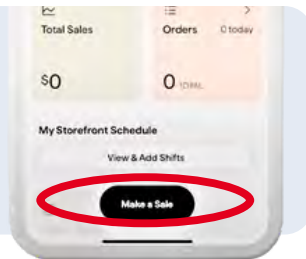


This guide will provide step-by-step instructions for scouts and parents to successfully take a payment on the Trail's End app on their mobile device with Tap to Pay.

Note: Tap to Pay is only available in the Trail's End app on an Android phone when a reader is not paired with the device.

Step 1

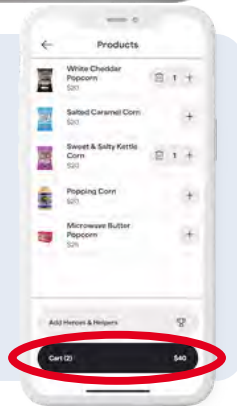
Tap **'Make a Sale'** from the app dashboard



Step 2

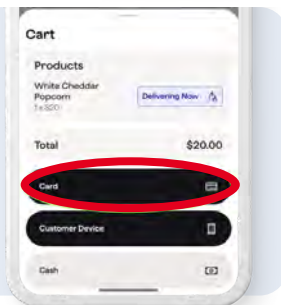
Add products to the cart.

Tap **'Cart'** to complete checkout.



Step 3

Tap **'Card'** to take payment with Tap to Pay.



Step 4

Have the customer hold their payment method on the back of the Android phone near the center.



TIPS

Best Practices for using Tap to Pay on an Android Phone

- If your phone case has a holder for physical cards, remove them from your phone case to prevent accidentally charging your own card while Tap to Pay is enabled.
- Never hand your phone over to the customer. Have the customer hold their card or NFC device. If needed, have them hand you their card or NFC device for you to tap on your phone.
- Watch for the Approved message on the screen to confirm that payment has been accepted.

Troubleshooting Tips for Tap to Pay on an Android Phone

- If a reader is paired to the Android phone, Tap to Pay will not be available. Disconnect the reader to use Tap to Pay.
- If you see a "Reader unavailable, Disable 'Developer options' in your device settings and restart this app to use this reader":
 - a. Go to your device Settings > System > Developer options/mode. You can also search "Developer options" or "Developer mode."
 - b. Turn OFF Developer options or Developer mode.
 - c. Force quit the Trail's End app.
 - d. Restart your Android device.
- If you have a Galaxy Fold device, make sure the device not folded open as Tap to Pay is not available when in that mode.
- Check that your phone is compatible using this list from Square, available at <https://squareup.com/us/en/compatibility?platform=Android>



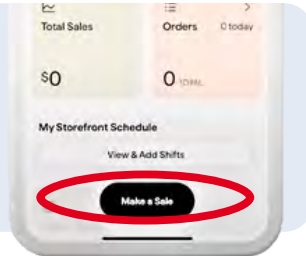
Setting up Tap to Pay in the Trail's End App on an Android Phone

1. Go to Settings in the app by tapping the gear icon in the upper right corner.
2. Tap on Square Settings
3. Accept the permissions to enable Square to accept payments:
 - a. Bluetooth
 - b. Location
 - c. Microphone
4. Tap to Pay will show as Ready when it is connected.

This guide will provide step-by-step instructions for scouts and parents to successfully take a payment on the Trail's End app on their mobile device with Tap to Pay.

Step 1

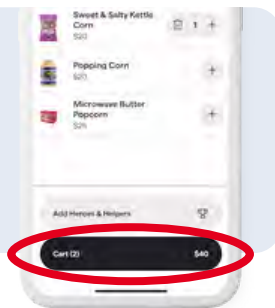
Tap **'Make a Sale'** from the app dashboard



Step 2

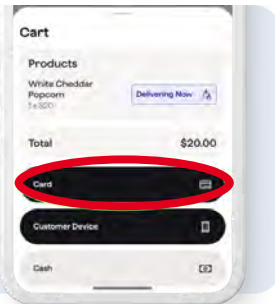
Add products to the cart.

Tap **'Cart'** to complete checkout.



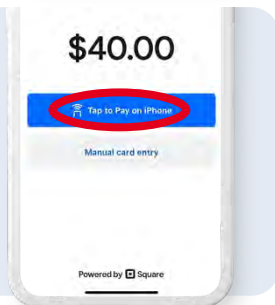
Step 3

Tap **'Card'** to take payment with Tap to Pay.



Step 4

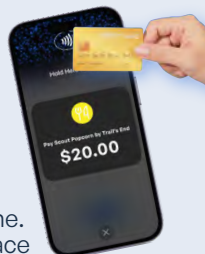
Tap the **'Tap to Pay on iPhone'** button.



Step 5

Have the customer hold their payment method near the top of the iPhone.

- For credit cards, have them hold the card horizontally over the contactless symbol on the iPhone.
- For digital wallets, have them place their device over the contactless symbol on the iPhone.



TIPS

Best Practices for using Tap to Pay on an iPhone

- If your phone case has a holder for physical cards, remove them from your phone case to prevent accidentally charging your own card while Tap to Pay is enabled.
- Never hand your iPhone over to the customer. Have the customer hold their card or NFC device. If needed, have them hand you their card or NFC device for you to tap on your iPhone.
- For credit cards, hold the credit card horizontally over the contactless symbol on the iPhone.
- For digital wallets, have them place their device over the contactless symbol on the iPhone.
- Watch for the Approved message on the screen to confirm that payment has been accepted.

Setting up Tap to Pay in the Trail's End App on an iPhone Device

1. Go to Settings in the app by tapping the gear icon in the upper right corner.
2. Tap on Square Settings
3. Accept the permissions to enable Square to accept payments:
 - Bluetooth
 - Location
 - Microphone
4. Tap to Pay on iPhone will show as Ready.

Troubleshooting Tips for Tap to Pay on an iPhone

- Check that your phone is compatible using this list from Square, available at <https://squareup.com/us/en/compatibility?platform=iOS&brand=Apple>





2026 PRODUCTS

- We sell popular products & flavors that consumers purchase and enjoy every day
- No artificial colors or flavors



**FOUR
\$20
PRODUCTS***

**DESIGNED TO INCREASE
CONSUMER PURCHASES!**

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

\$20



SEA SALT POPCORN

New

- Delicious and made with just the right amount of salt
- 12.5 cups | 5oz

\$20



WHITE CHEDDAR POPCORN

- Savory and made with real cheese
- 16.5 cups | 6oz

\$20



SALTED CARAMEL CORN

- Rich caramel with just the right amount of salt
- 5 cups | 11oz

\$20



SWEET & SALTY KETTLE CORN

- 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

ONE FUNDRAISER TO POWER YOUR ENTIRE YEAR

*Each Council designates products and pricing for their Units to sell each year.
**Average return to local Councils, Units and Kids based on all Trail's End product sales. Individual results may vary.
Nutritional information & ingredients available on back of packaging. Contact us at support.trails-end.com/support/home with questions.