

2026 Popcorn Leader Training

Trail's End®



**Scouting
America™**

Chief Seattle Council

Welcome!

2025 Popcorn Sale Review

Trail's End®



2025 Popcorn Sale



- \$842,669 in Total Sales!
- \$310,985 earned in Unit Commissions!
- Over \$25,800 in Gift Cards to Scouts!
- 54 Units Participated
- Avg Sale / Scout: \$1,233!
- Avg Sale / Unit: \$15,604



2025 Top 5 Units

Trail's End®



- Troop 282 Duwamish District \$139,636*
- **Pack 460** Mt Tahoma District \$51,754
- **Pack 319** Aurora District \$40,904
- **Troop 284** Duwamish District \$36,504
- Troop 401 Mt Tahoma District \$33,442
- * Troop 282 was Number 6 in the Nation

2025 Top 5 Packs

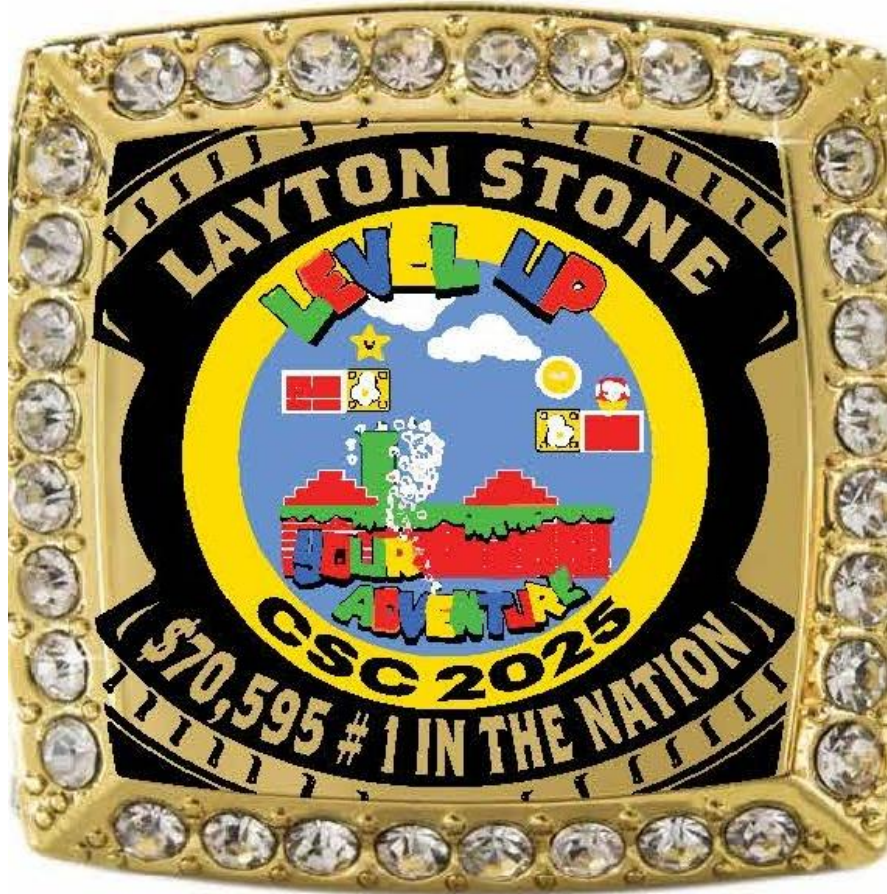
Trail's End®

- Pack 460 Mt Tahoma District \$51,754
- Pack 319 Aurora District \$40,904
- Pack 712 Mt. Tahoma District \$29,479
- Pack 682 Alpine District \$28,005
- Pack 579 Lake Shores \$27,027



2025 Top 5 Troops

Trail's End®



- Troop 282 Duwamish District \$ 139,636
- Troop 284 Duwamish District \$36,504
- Troop 401 Mt Tahoma District \$33,442
- Troop 517 Mt Tahoma District \$23,326
- Troop 579 Mt Tahoma District \$ 14,134



2025 Individual Recognition

1. Layton Stone	Troop 282	\$70,595	#1 nationally!
2. Mary Johnson	Troop 282	\$33,670	#7 nationally!
3. James Mathews	Pack 639	\$10,450	
4. Liam Slyman	Troop 517	\$10,023	

Chief Seattle Council Scout Hours Dashboard



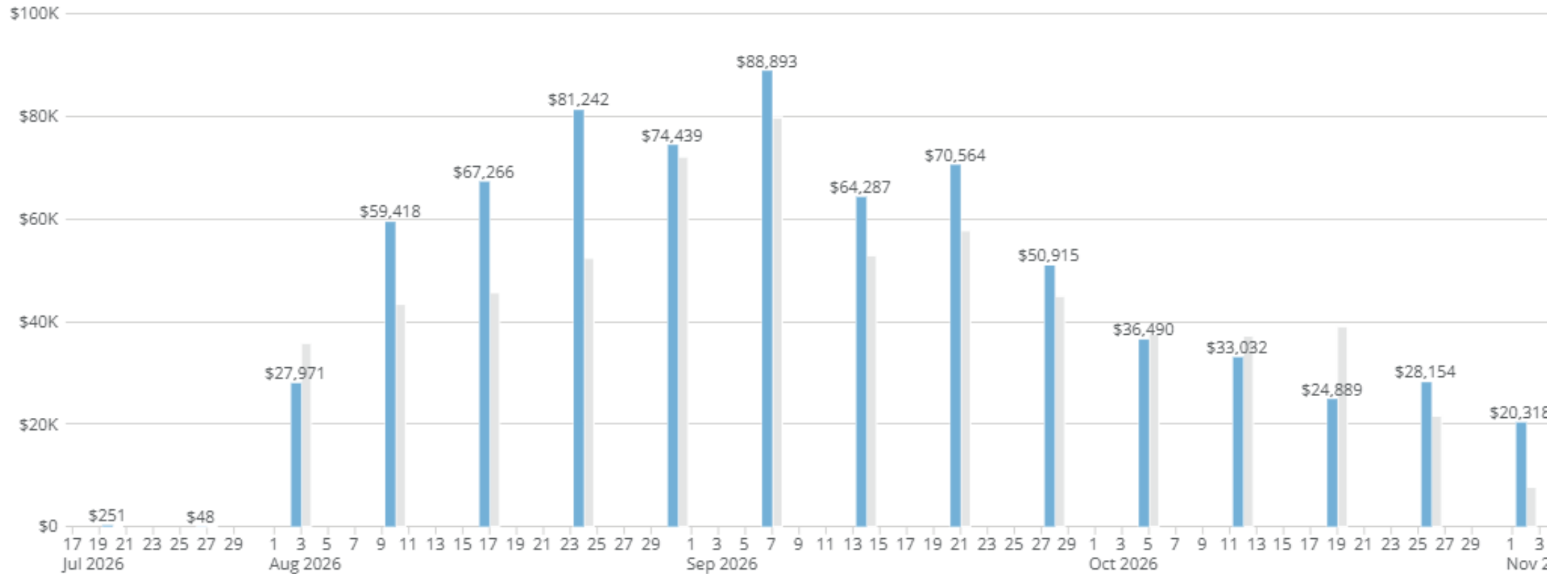
Reservation Hours Available from TE for Chief Seattle Council	12,733
Shift Hours Collected by Units	4,148
Shift Hours Claimed by Families	2,870
Shift Hours Worked by Scout	2,676

**For 2026 TE has already booked
OVER 16,000 HOURS of storefronts for CSC!**

Chief Seattle Council– 2025 Weekly Sales



YoY Weekly Scout Sales - Traditional Sale



2025 National Scout Sale Statistics

Trail's End®



\$70,595



#1 Seller

Layton S., Troop 282,
Chief Seattle Council



4 Scouts



Sold >\$40K

Layton S., Jonathan W.,
Blake R., Jacob G.



384 Scouts



Sold >10K

Represents 6.7% of the Sale

4 CSC Scouts Sold > \$10K



51 Scouts



Sold >\$20K

2 CSC Scouts Sold > \$20K
Layton S & M. Johnson

2025 National Unit Statistics



NEW ALL TIME RECORD!

\$400,621

Pack 313

Orlando, FL

21 Units

Sold >\$100K

CSC Troop 282 sold \$139,636

194 Units

Sold >\$50K

CSC Pack 460 sold \$46,867

2,678 Units

Sold >10K

Represents 78% of the Sale

**26 of 54 CSC Units sold > \$10K!
Which was 77% of total sales**

2026 Popcorn Sale Plans

Trail's End®



Our Goal for 2026.....?

\$1,000,000 +



Follow the Plan: The Ideal Year of Scouting

Plan Program

- Plan exciting adventures
- Add extra activity or campout supported by popcorn funds.

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!



Chief Seattle Council Popcorn Page

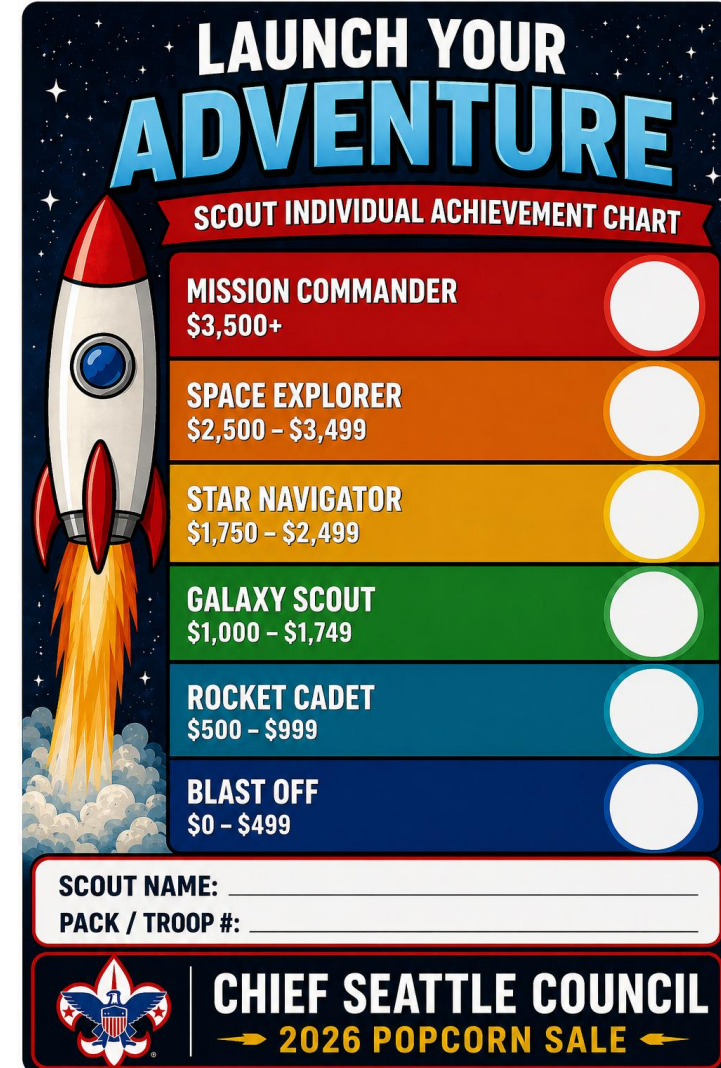
<https://scoutingseattle.org/popcorn/>

- **Unit Budget Tools**
- **Unit Annual Program Planner**
- **Fall Recruitment Planners**
- **2026 Commission Structure**
- **Scout Prize Poster**
- **Unit Recognition Wall Charts**
- **TE Rewards**
- **Council Incentives**



Plan & Execute an Exciting and Inspirational Kick Off

- Fun, Food & Prizes
- Distribute Calendars / Build Excitement
- Explain Unit Goals
- Announce Individual Goals
- Families download the APP



Plan & Execute an Exciting and Inspirational Kick Off

- Reveal Scout Prize Poster
- Unit Recognition Wall Charts
- TE Rewards
- Council Incentives
- Plans for Site Sales
- Train on how to sign up for site sales
- Practice the sales Pitch
- Make it Fun



LAUNCH YOUR ADVENTURE
SCOUT INDIVIDUAL ACHIEVEMENT CHART

BLAST OFF ROCKET CADET GALAXY SCOUT STAR NAVIGATOR SPACE EXPLORER MISSION COMMANDER

\$0 - \$499 \$500 - \$999 \$1,000 - \$1,749 \$1,750 - \$2,499 \$2,500 - \$3,499 \$3,500+

SCOUT NAME	\$0 - \$499	\$500 - \$999	\$1,000 - \$1,749	\$1,750 - \$2,499	\$2,500 - \$3,499	\$3,500+
1. _____	☐	☐	☐	☐	☐	☐
2. _____	☐	☐	☐	☐	☐	☐
3. _____	☐	☐	☐	☐	☐	☐
4. _____	☐	☐	☐	☐	☐	☐
5. _____	☐	☐	☐	☐	☐	☐
6. _____	☐	☐	☐	☐	☐	☐
7. _____	☐	☐	☐	☐	☐	☐
8. _____	☐	☐	☐	☐	☐	☐
9. _____	☐	☐	☐	☐	☐	☐
10. _____	☐	☐	☐	☐	☐	☐
11. _____	☐	☐	☐	☐	☐	☐
12. _____	☐	☐	☐	☐	☐	☐
13. _____	☐	☐	☐	☐	☐	☐
14. _____	☐	☐	☐	☐	☐	☐
15. _____	☐	☐	☐	☐	☐	☐
16. _____	☐	☐	☐	☐	☐	☐
17. _____	☐	☐	☐	☐	☐	☐
18. _____	☐	☐	☐	☐	☐	☐
19. _____	☐	☐	☐	☐	☐	☐
20. _____	☐	☐	☐	☐	☐	☐

 **CHIEF SEATTLE COUNCIL** PACK/TROOP # _____
2026 POPCORN SALE

2026 Technology Update – Leader Portal



- Leaders manage entire sale in one place
- Invite Scouts to register and manage Scout roster
- Easily set Unit and Scout goals
- Order & Transfer popcorn
- Track Sales in real Time

The screenshot shows the Trail's End Leader Portal for the CSR Training Unit. The interface includes a sidebar with navigation options like Home, Scouts, Storefronts, Sales, Orders, Inventory, Finances, Reports, and Program Overview. The main content area displays several key metrics and sections: Unit Sales Goal (0% progress), Annual Rankings (National #346, Council #3, District #2), Next Up (Upcoming events and deadlines), Storefronts (Auto-assigned hours and reservation budget), Sales by Type (No sales recorded yet), Payment Type (No payments recorded yet), and Sales by Product (Individual and Storefront sales - 0 units sold).

UNIT
CSR Training Unit
Testing Council

FUNDRAISER
Active
2026 Selling Campaign

Home
Scouts
Storefronts
Sales
Orders
Inventory
Finances
Reports
Program Overview

Go back to Council Portal
Support & Resources
Settings
Tiffany Compton
tiffany.compton@trails-end...

Unit Sales Goal
Progress toward your 2026 target
\$0
No sales goal set
0%
No goal set
Annual Rankings
National #346 Council #3 District #2

Next Up
Upcoming events and deadlines
Program Overview

Storefronts
Your auto-assigned hours and reservation budget
View Storefronts →
AUTO-ASSIGNED HOURS
Auto-assignment date not set
Finish onboarding to receive auto-assigned 1/11 hours.
Continue Onboarding
TOTAL BUDGET
Manual selection date not set

Sales by Type
No sales recorded yet.

Payment Type
No payments recorded yet.

Sales by Product
Individual and Storefront sales - 0 units sold
View Inventory

Product	Qty Sold	Revenue	% of Sales
\$1 Heroes and Helpers Purchase		\$0	0%
Microwave Butter Popcorn	0	\$0	0%
Sea Salt Popcorn	0	\$0	0%

2026 Technology Update – Leader Portal



Storefronts

Auto Assignment

Your unit will be automatically assigned storefront hours on **(unspecified)** based on your registration and unit size.

AUTO-ASSIGNED HOURS

—

Spread across multiple retail locations in your area

Finish onboarding to receive auto-assigned hours.

Your Storefront Budget [How this works](#)

Your budget is the total number of storefront hours your unit can hold at one time — it is **not additive** with auto-assigned hours. Auto-assigned hours count against this budget.

TOTAL HOUR BUDGET

—

Manual selection date not set

📘 **Need more hours?** If you've used your full budget but want to claim different shifts, release some auto-assigned hours to free up budget. Your budget can also expand as selling progresses, ensuring your unit can grow the sale if needed.

Auto Release

Every **Tuesday**, any storefront reservation for the next weekend (Friday, Saturday, and Sunday reservations) that does not have at least one scout assigned to it will be automatically released back to the pool so other units can claim it.

📘 Reservations with assigned scouts are never auto-released.

Schedule and manage storefront sites and shifts

2026 Technology Update – Leader Portal



Keep Track of Key Dates & Deadlines

Program Overview

Everything you need to know about this year's selling campaign.

[Timeline](#) [Storefronts](#) [Rewards](#) [Commissions](#)

Timeline

Key dates for your council program this year.

[No Title] COMING SOON

Storefront Auto Assignment

Units will be auto-assigned storefront hours to help jump start the planning process with less effort.

COMING SOON

Unit Onboarding Deadline

Deadline to complete onboarding. This information is used to help prepare for an effective sale and is required for auto-assignment.

COMING SOON

Storefront Claiming Opens

When manual storefront selection will open for all units in the council.

COMING SOON

Storefront Selling Starts

First day to sell at storefront locations. Your first reservation may not be on this day, but this is when they are first available.

FEB 2, 2026

First Order Window Opens

When the window for your first unit order will open.

FEB 13, 2026

First Order Window Closes

The last day to submit your first order.

ONGOING - EVERY TUESDAY

Auto Release

Reservations without an assigned scout are released back to the pool.

2026 Technology Update – Leader Portal



Finances

Review financial summaries, payouts, and reports.

Invoice Statement Council/Unit Commission Agreement

Profit / Loss Breakdown

App Sales
\$0.00

Product Cost
\$0.00

Traditional Commission
\$0.00

+

Online Commission
\$0.00

=

Profit / Loss
\$0.00

Payout

No bank account on file Initiate Payout

Profit / Loss
\$0.00

-

Total Already Paid Out
\$0.00

-

Cash Held
\$0.00

+

Misc Adjustments
-\$2,223.48

=

Payout Available
-\$2,223.48

Council Balance: Transaction History

All transactions for your unit this season.

Download

Date	Transaction Type	Description	Amount
Mar 31, 2026	BALANCE-FORWARD	Start of year debit applied	\$2,223.48
Totals			\$2,223.48

Easily Accessible Finance, Transactions, and Payouts

2026 Technology Update – Leader Portal



Leaders can Track Rewards and Commissions In Real Time

Rewards

Scouts earn reward points on every sale. Points can be redeemed for gift cards to popular stores.

Points Earning Rates

Credit / Online Sales

4 pts / \$1

Points are awarded automatically at checkout.

Cash Sales

1 pt / \$1

Points are awarded once cash is turned in to the unit.

Point value: 1 point = \$0.01

Bonus Point Tiers

Scouts earn bonus points for each sales milestone they hit. Rewards will be granted at each level and are cumulative.

Sales Milestone	Bonus Points	Value
\$600	100	\$1.00
\$1,000	400	\$4.00
\$1,500	1,000	\$10.00
\$2,000	1,500	\$15.00
\$3,000	10,000	\$100.00
\$4,000	8,500	\$85.00
\$5,000	8,500	\$85.00
\$7,500	20,000	\$200.00
\$10,000	20,000	\$200.00
\$15,000	70,000	\$700.00
\$25,000	95,000	\$950.00

Above \$25,000: scouts earn an additional 45,000 bonus points for every \$5,000 in total sales beyond that milestone. Higher fixed tiers from the catalog are not listed in the table above.

Claiming Rewards

Scouts claim their own rewards through the Scout app, selecting from available gift card options. Rewards from credit and online sales are available immediately. Cash sale rewards become available only after the cash has been turned in to the unit leader.

Important for cash sales: Scouts will not receive reward points for cash transactions until the unit leader records the cash as collected. Track cash turn-ins promptly so scouts are not waiting on their rewards.

Unit Commissions

[View Commissions →](#)

Retail	Online	Total Bonuses
34.00%	40.00%	0.00%

2026 Technology Update – Leader Portal



Easy to access
reports for Unit
Committee
meetings,
Recognition, Etc.

Reports

Generate and email reports for your unit.



Master Shift Report

This report provides a list of all storefront shifts over the specified date range.



Undelivered Items by Scout

This report serves to create a list of packing slips for each Scout. That way the PK knows what popcorn each Scout needs to fill their undelivered orders.



Inventory Transaction Report

This report provides a list of inventory transactions for your unit, Scouts, and storefronts.



Sales Transaction Report

This report provides a list of sales transactions.



Sales Transaction Detail Report

This report provides a list of transaction details by sale.

2026 Trail's End Product Mix



\$20



White Cheddar

- National #1 seller
- 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



Kettle Corn

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5oz

\$20



Sea Salt

- Just the right amount of salt
- 3 simple ingredients
- 12.5 cups | 5oz

\$25



Microwave Butter Popcorn

- The right snack for movie night
- 12 microwave bags

\$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.



**NEVER, NEVER,
NEVER** ask
customers to buy
popcorn.
It's to support You!

Products and Pricing

- **REMEMBER – YOU ARE NOT SELLING POPCORN.**
ANYONE CAN GO INTO A GROCERY STORE AND
BUY A BAG!
- Change your mindset to “\$20 will help me attend
*insert adventure like Jamboree / specific summer
camp!” and pick anything from the table!

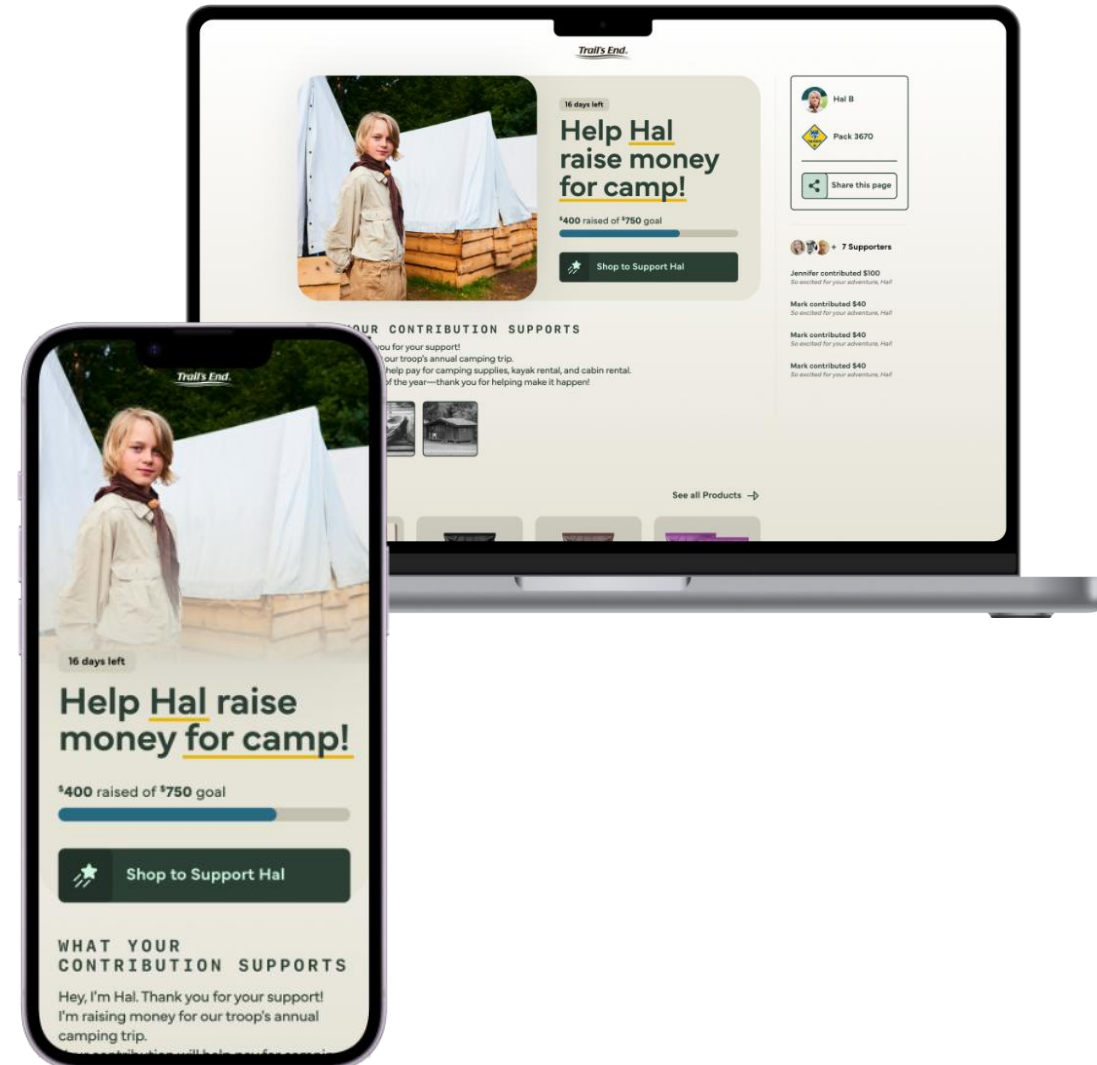


Even if the customer
says no, always say,
“Thank you” and
“Have a good day.”

TRAIL'S END PROGRAM - ONLINE



- Units avg 12-15% in Online sales
- Orders are fulfilled and delivered in *2-5 business days
- Scouts share their custom link on social media or text/email to family and friends



Trail's End Rewards

Trail's End®

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**

TRAIL'S END REWARDS HIGHLIGHTS

Trail's End®

Rewards & Life Skills For Your Scouts

- Earn points and claim e-Gift Cards for adventures, fun, and gear!
 - Credit earns 4x more than Cash
 - +1 bonus point for Heroes and Helpers
- Scouts earn \$0.01 per point—easy to track and calculate



COUNCIL INCENTIVES

Trail's End®



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!**



2026 Commission Structure

Trail's End®



★ 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

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2026 Timeline

Trail's End®



★ 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 (For 2% Commission)	Training, tools and tips for a successful mission!
JULY 1	UNIT LEADER SALES BRIEFING #2 (For 2% Commission)	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 (For 2% Commission)	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.



STAY ON MISSION!

- ✓ Use the App and Online Direct to reach your goals.
- ✓ Communicate your progress and celebrate wins.

JULY 31	UNIT PROGRAM CALENDARS, BUDGETS & FALL RECRUITMENT PLANS DUE (For 2% Commission)	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!

✓ Keep your scouts motivated and your unit on track!



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SCOUTS **LAUNCH THEIR ADVENTURE!**



Order & Delivery Dates

Trail's End®

- **Early Bird Order:**
 - Unit Orders Due – July 24
 - Distribution – August 6
- **September Order:**
 - Unit Orders Due – August 28
 - Distribution – September 10



Return Policy

Trail's End®

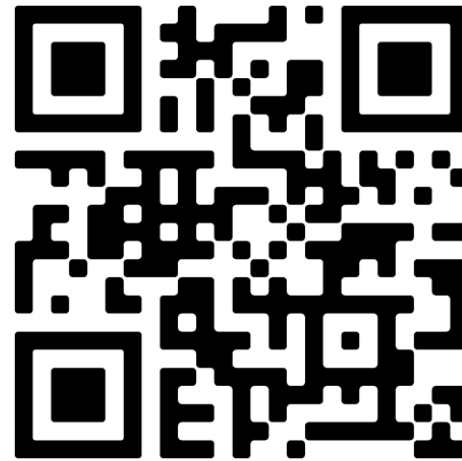


- 5% of the original Order
- No Loose Containers. Full Case Counts Only
- Containers in good condition
- Trades between units of cases or containers are encouraged
- Manage with the Leader Portal

Technical Support & Questions

Trail's End Support

Visit the TE 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.

Chief Seattle Council Facebook Group



Thank you! Questions?

