

DISTRIBUTION HELP – John Gondos

**Distribution
Volunteer
Sign-Up**



2026 UNIT LEADER TRAINING



Trail's End®

Why Sell Popcorn? - Brian Lechner

The Power of Popcorn

- Council Backed
- A core of dedicated volunteers
- Trails End supported
- The only sale you can wear your uniform
- One sale for the year

What does your Scout learn?



**BECOME
DECISIONS MAKERS**



**LEARN MONEY
MANAGEMENT**



**BECOME
GOAL SETTERS**



**BECOME FUTURE
ENTREPRENEURS**



**LEARN
PEOPLE SKILLS**

Welcome and Introductions - John Gondos

Riley Lorenz- Co Council Kernel

John Gondos- Co Council Kernel

Treasa Durov- Chippewa District Kernel/Popcorn FB manager

Rick Wild- Potawatomi District Kernel

Brian Lechner- Staff Advisor

Loren Winfrey- Popcorn Admin

John Muller- Trails End Representative

Ron Wentzell- Three Fires Council Scout Executive/CEO

Unit Kernel Expectations – John Gondos

Unit Leader Preparation

- Attend Webinars & Trainings
- Plan your program year & key adventures
- Set budget and goals via the Unit Leader Portal
- Manage store front sales
- Secure your own additional storefront hours if needed
- Obtain supplies:
 - Storefront supplies
 - Unit incentives
 - Banner
 - Price sheet
- Review the Unit Leader Portal training tab
- Prepare for your Unit Kickoff

Prepare your Scouts & Families

- Setup accounts in the app (One Account per Scout)
- Encourage Scouts to review the training tab
- Motivate with incentives and how you will use the funds
- Communicate key dates and progress

Overview of the Day – Riley Lorenz

Shoot for the Moon!



Overview of the Day – Riley Lorenz

Agenda

- Ideal year of Scouting
- T.E presentation
- Calendar
- Unit Kickoff
- Top seller's presentation
- Ways to sell
- The pitch
- Manage the sale
- Distribution
- Commission Structure
- Prizes
- Resources available
- Closing

Break out to booths available

- On-Boarding booth
- Prizes/incentives booth
- Ways to sell booth
- Orders/returns booth
- Distribution booth
- App booth
- TE booth

Ideal Year of Scouting – Ron Wentzell

Plan Your Ideal Year of Scouting!

- Plan your adventures for the year
- Determine unit expenses
 - Dues
 - Advancements
 - Supplies
 - Etc.
- Utilize the Trails End Adventure Plan
- Set Unit and individual Scout sales goals
- Communicate your program to Scouts and families
- Decide on unit incentives for Scouts
- Execute the plan, have FUN!



WHY TRAIL'S END - John Muller



TRAIL'S END EXISTS TO MAKE SCOUTING POSSIBLE FOR EVERY CHILD

- You get convenient **Storefront hours with \$300/hour potential** for your Unit
- We pay all credit card fees
- Your Scouts get Rewards that motivate them to do their best
- You can manage the entire sale from your phone

Most important: we help Scouts build their confidence and level up their leadership skills.

WHAT'S NEW!

RUN THE SALE— FROM YOUR PHONE.

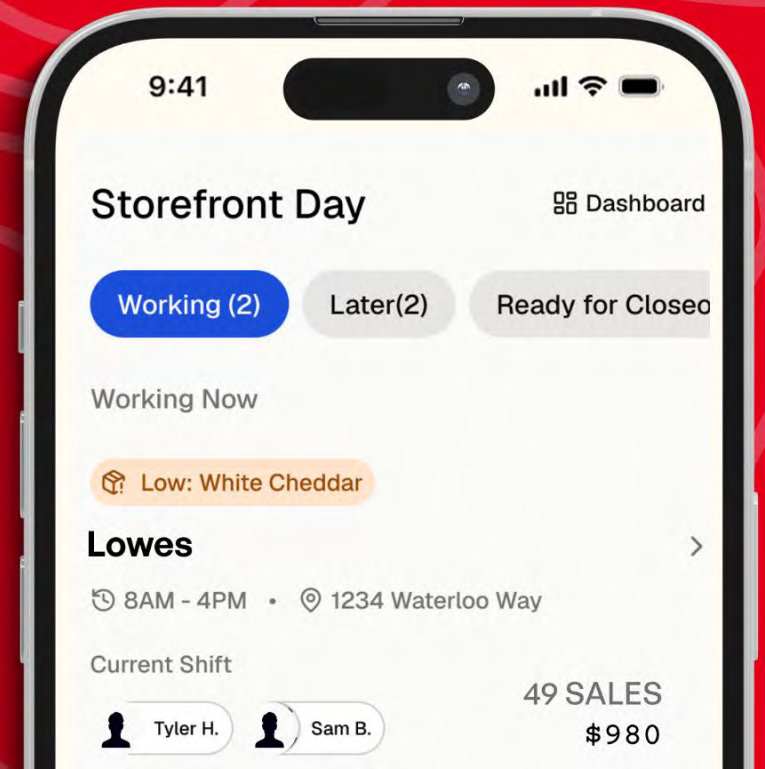
The new *Trail's End*[®] **LEADER PORTAL**

- Simplified, easy-to-use platform
- Faster loading and responsive
- Significant Storefronts enhancements*

*Certain features to be rolled out over the next 30-60 days



Launching
JUNE 3



SET GOALS

Trail's End[®]

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

“

**BELIEVE YOU CAN AND
YOU'RE HALFWAY THERE.**

- Teddy Roosevelt

EXPLAIN WHY TO YOUR FAMILIES

Trail's End®

Boost Scout participation by sharing:

- Calendar & budget with parents
- Rewards and incentives with Scouts
- Unit & Scout goals to EVERYONE

Communicate throughout the sale to keep momentum!



Pack 62 Calendar

JULY	AUGUST	SEPTEMBER
21 Popcorn Kickoff @ Launch Trampoline Park	3 Popcorn Sale Starts 24 Back to Pack:	2 Chattanooga Trip Signup 14 Tiger/Lion Fun Day

OCTOBER

5 Webelos Workshop
Cub Adventure Day
16 Pack Meeting: W
18-20 Fall Family C
19 Jamboree on the
26 AOL Advance A

JANUARY

11 Stars & Strikes P
15 Pack Meeting:
Jedi Training/Fit
17 Cub Scout Lock-
25 Spin to Win Part

APRIL

11-13 Scout Show
16 Pack Meeting:
Bear Carnival
25-27 Spring Famil
Camping

• See Den Leader

Explore CHATTANOOGA With us

Fall Pack 62 Outing

Ruby Falls
Journey deep inside historic Lookout Mountain to see the tallest underground cave waterfall open to the public in the United States!

Rock City
View massive ancient rock formations, gardens with over 400 native plant species, and breathtaking "See Seven States"

SAT. 11/2/24

STOREFRONTS

- View "Reserve Storefronts" for available hours
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" split to achieve your goals faster
- Pre-assigned hours: 2025 Sales
\$30k+ (100%) | \$10k - \$30k (50%) | New Units up to 25 hours

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.

THROUGHOUT THE SALE

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

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

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**

DOWNLOAD REWARDS FLYER



TRAIL'S END APP®

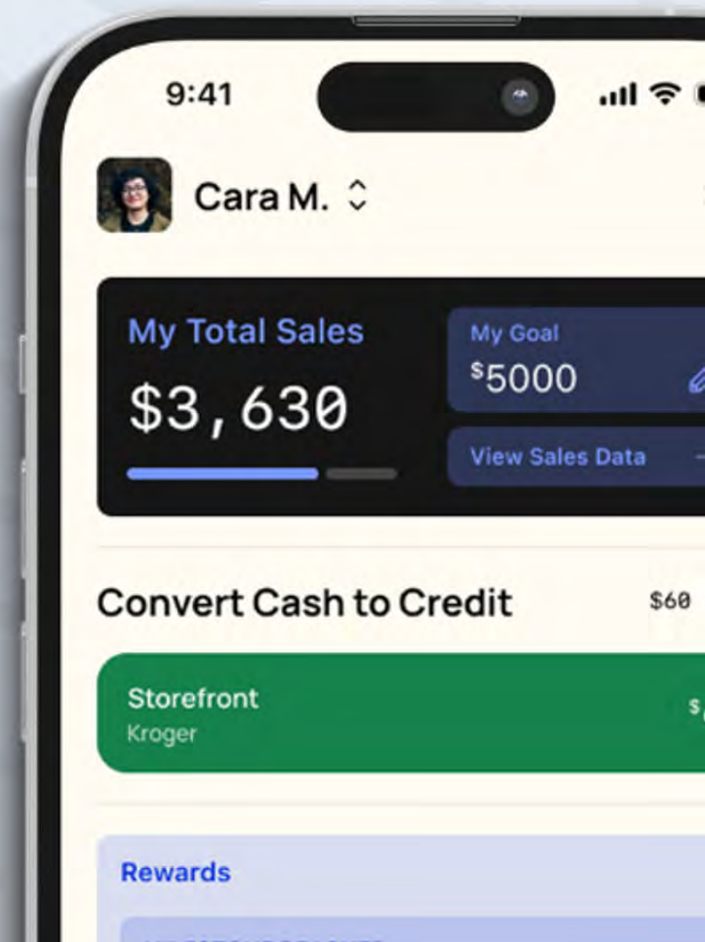
Trail's End®

Scouts:

- Sign-up for Storefronts and get trained
- Personalize and share their online pages
- Claim Trail's End Rewards throughout the sale

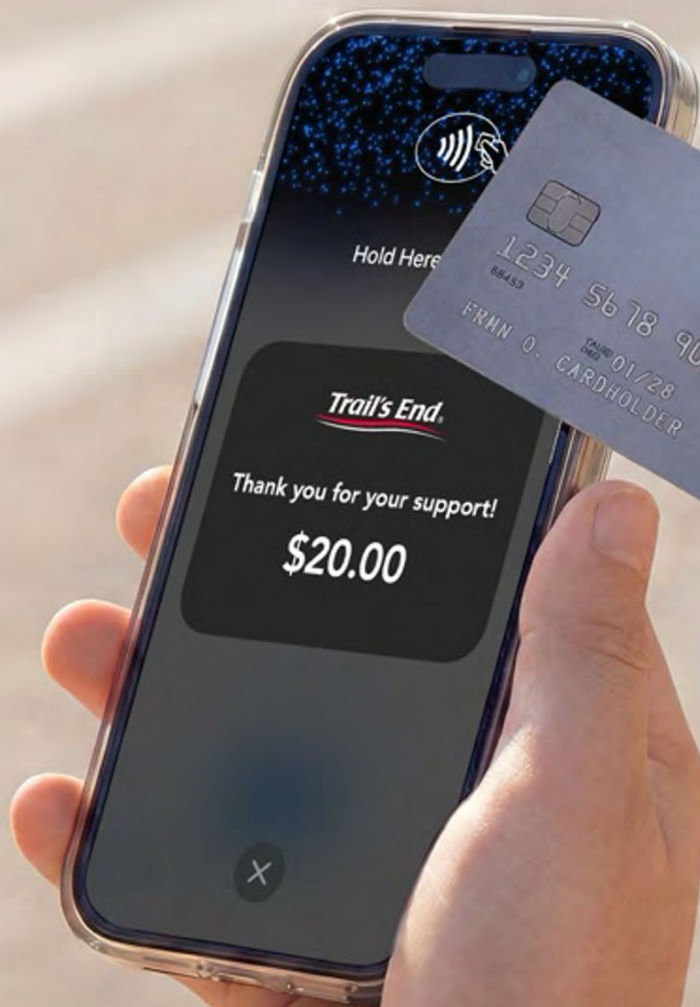
Parents:

- Quickly convert any cash at the end of every shift
- Rewards for Cash to Credit will be applied to shift cash sales according to Unit's split method



GO CASHLESS

Trail's End®



Encouraging credit card and tap-to-pay transactions makes it **faster, easier, and safer** for everyone . . . AND Scouts earn 4x more Rewards with credit!

When the Sale Ends

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



**AND NOW
BACK TO
SCOUTING.**

NEED HELP?



Support and FAQs

support.trails-end.com



Meet *Fin* - **Trail's End's new Chatbot**

Get live answers in the Portal!



Join Our Leader Community

fb.com/groups/TEPopcornCommunity

TAKE ME TO SUPPORT



- ✓ **SIGN IN.**
- ✓ **HIT YOUR GOAL.**
- ✓ **GET ON WITH SCOUTING.**

Trail's End®

**TAKE ME TO
THE LEADER
PORTAL**



COUNCIL CALENDAR – John Gondos

Popcorn Kickoff Event	Saturday, August 1
Pre-Order Deadline	Sunday, August 12
Popcorn Sales Start	Friday, August 14
Pre-Order Home Delivery	August 25-27 (scheduled)
DeKalb Co. Unit Distribution	Friday, August 28
Pre-Order Popcorn Distribution	Saturday, August 29
Bonus Orders Due	Sunday, September 23
Bonus Distribution & Returns	Friday, October 2
Sales end for Council prizes	Wednesday, November 4
Prizes Submissions	Saturday, November 7
Super Saturday	Saturday, November 7
Final Order Home Delivery	November 19-20
Final Order Distribution	Thursday, November 18 (if needed)
Final Payment Processed	December 1-5



ThreeFiresCouncil.org/popcorn

UNIT KICKOFF – John Gondos

- **Make it fun**
- Create excitement with food, games, and prizes
- **Set Stretch Goals**
- Review your program calendar and Unit sales goals
- Assist Scouts to set their individual goals
- **Get started with the Trail's End App**
- Scouts who sold previously use the same account
- New Scouts set up an account
- Each Scout requires their own account
- **Talk about prizes**
- Unit level prizes
 - o Pie in the face
 - o Highest selling trophy
- Trail's End Rewards – Gift Cards
- Council & Unit Incentives
- **Training available**
- Role play to train kids how to sell
 - o Use the pitch!
- Direct Scouts/families to the training resources in the App
- Review key dates

TOP SELLER PRESENTATION – Josh Stark

Over \$100,000 in popcorn
sold in 2025!!

WAYS TO SELL – Riley Lorenz

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 SALES

- Leverage high foot traffic retailers
- Reserved by Unit Leaders
- Sign up to sell in person at a store
- \$162 per hour National average
- One parent and one Scout cover more hours
- Set your storefront split method in the Leader Portal before storefront sales begin

WAGON SALES

- 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 orders and deliver products later
- Always have an adult with you

MANAGE THE SALE – Riley Lorenz

Set up

- Reserve TE storefront or set up self booked site in TE system
- List of items needed (product, table, banner, price sheet, cash box, etc)
- Folder of information for parents, including my contact information
- Shift sales tracker/Recon form

Day of

- Have 1st shift pick up, last shift return to me
- Plan to stock the site with enough inventory
- Have next shift pick up additional product, if needed
- Check sales/inventory throughout the day in TE system

Recon

- Use an Inventory Recon/Sales Report
- Ensure enough cash/credit to cover product sales
- Adjust H&H cash, if needed
- Reconcile each shift using Sales Transaction Detail Report

THE PITCH – Riley Lorenz

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 field 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

DISTRIBUTION – John Gondos

IMPORTANT DATES

VOLUNTEERS NEEDED

Aug 25-27 Home delivery

_____ 0

Aug 28 Dekalb distribution

_____ 5

Aug 28 Pre order sorting

_____ 20

Aug 29 Pre order distribution

_____ 20

Oct 2 Bonus order distribution

_____ 15

Nov 7 Super Saturday

_____ 25

Nov 19 Final Distribution (If needed)

_____ 5

PRIZES – John Gondos



**Sell \$150 in
Heroes and
Helpers and
receive the 2026
Patch**

The patches!

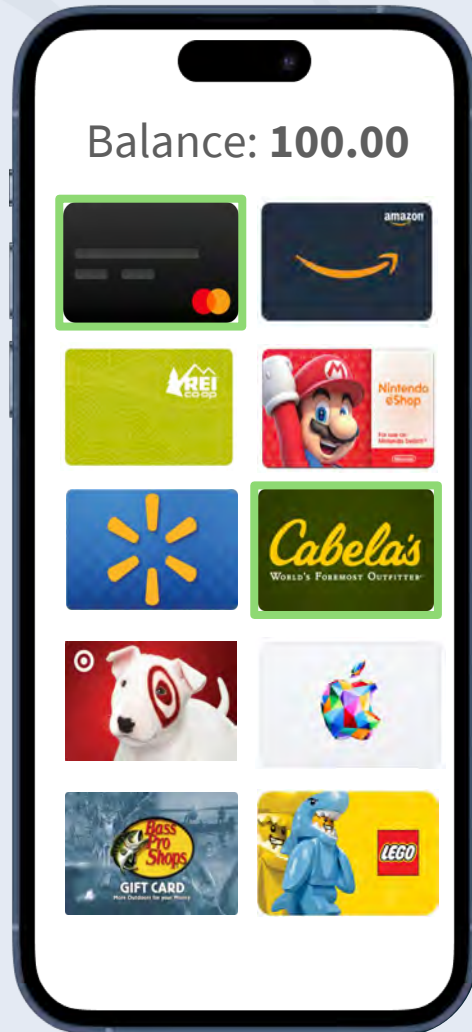


**Extremely
exclusive, only
awarded to the
Top 50 sellers in
the council and
their unit Kernel!**



**Sell any item and
your Scout will
receive this years
popcorn patch!**

PRIZES – John Gondos



The Gift Cards!

AMAZON
TARGET
WALMART
PREPAID MASTERCARD
DICK'S SPORTING GOODS
NINTENDO
GAMESTOP
BASS PRO SHOPS
CABELA'S
APPLE
LEGO
XBOX
PLAYSTATION

- ✓ 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.

PRIZES – John Gondos

The Party!



The TOP 50 Sellers in Three Fires Council will be invited to our Top Sellers event at the Chicago Wolves. This includes prizes, dinner and tickets to a game. The top 30 Scouts get to ride a Zamboni and the top 8 get to participate in the Color Guard

COUNCIL POLICIES AND COMMISSION STRUCTURE – Ron Wentzell



30% Commission for unit
30% Commission for Council
30% Commission to Trails End
10% Administration and prizes

**Sales that count toward Three Fires
Council prizes will end on November
4th at Midnight.**

Return Policy

**15% of the units total order can be
returned to the Council**

RESOURCES AVAILABLE – Ron Wentzell

- **Unit Kernel Guide**
- **Village Permits and where to find them**
- **Trainings in the Trails End app**
- **Three Fires Council Website**
- **Your District Kernels**
- **Your Council Kernels**
- **Your Council Service Center**
- **Trails End Help Center**

FINAL THOUGHTS – Ron Wentzell

Ron Wentzell

Ron.Wentzell@Scouting.org

630-797-4615

BREAK OUTS

- **Onboarding -**
- **Prizes and incentives – Rick Wild**
- **Ways to sell – Riley Lorenz**
- **Orders and returns – Loren Winfrey**
- **Distribution – John Gondos**
- **App – Treasa Durov**
- **Trails End – John Muller**