

2025

POPCORN

KERNEL GUIDE



2025 POPCORN KEY DATES

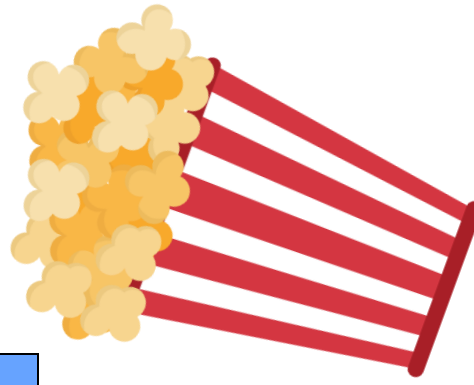
Tuesday, June 24; Wednesday, June 25	Popcorn Training Meeting
July 22 - 24	TE Storefront Claiming
Monday, July 28	“Show and Sell” first order due
August 6 or 7	“Show and Sell” Popcorn Distribution
Friday, August 8	Council Popcorn Kickoff
Saturday, August 9	Ready, Set, Go! Popcorn Sales Starts
Monday, August 18	“Show and Sell” Order #2
Friday, August 29	“Show and Sell” #2 Popcorn Distribution
Monday, September 1	“Show and Sell” Order #3
Tuesday, September 2 (By Appointment Only, before noon)	“Show and Sell” Returns (up to \$5,000)
Friday, September 12	“Show and Sell” #3 Popcorn Distribution
Monday, September 15	“Show and Sell” Order #4 (if needed)
Friday, September 26	“Show and Sell” #4 Popcorn Distribution
Wednesday, October 29 (By Appointment Only, before noon)	Final Payment Due. 2% late charge each week will be assessed on November 3

2025 POPCORN SALES COMMISSION

COMMISSION STRUCTURE	DESCRIPTION	%
Base	Standard Commission for every unit that sells popcorn.	33%
Scouts Honor Bonus	Attend a Kernel's Training Meeting.	1%
Heroes and Helpers Bonus	Increase your Heroes and Helpers donations from last year's total donations. (Traditional sales only, NOT Online Sales).	1%
More Scouts Bonus	Increase the number of scouts selling from last's years total of scouts. Each new scout must sell at least \$500 in product (online or traditional sales)	1%
Total		36%
Online Sales	Separate from regular sales commission.	30%

2025 COUNCIL INCENTIVES

Trails End Rewards		Greater Yosemite Council Incentives					
TE Point System	Scout Receives from Trails End Gift E-Cards	Total Dollars Sold By Scout	Funded Registration	Scout Bucks	Top Sellers Party With Stockton Kings	*Family Adventure	
17,500	10% of total sales	\$17,500	Full	\$340.00	X	Each Scout will be entered in a drawing to win a Family Adventure Maximum of 4 family members including the scout.	
15,000	1,250	\$15,000	Full	\$300.00	X		
12,000	1,000	\$12,500	Full	\$280.00	X		
10,000	750	\$10,000	Council Fee	\$240.00	X		
7,500	550	\$7,500	Council Fee	\$220.00	X		
6,000	450	\$6,000	Council Fee	\$200.00	X		
5,000	350	\$5,000	Council Fee	\$180.00	X		
4,000	250	\$4,000	Council Fee	\$160.00			
3,500	200	\$3,500	Council Fee	\$140.00			
3,000	150	\$3,000	Council Fee	\$100.00			
2,500	100	\$2,500	Council Fee				
2,000	70	\$2,000	Council Fee				
1,750	60						
1,500	50						
1,250	40						
1,000	30						
750	20						
500	10						



NO CHANGES!

Last day to count sales towards Council Incentives is November 15, 2025. Scouts can sell until the last day of 2025 to get more points towards their Trail's End E-Cards.

Note: Every Scout that sells a minimum of one popcorn item (no donation) receives a patch. If they are not in the APP with sales then you can purchase extra patches for Scouts, Siblings, or Adults. Cost per patch will be \$5. Scouts that sell \$100 or more of "Heroes and Helpers" Donations will get a special patch.

2025 TRADITIONAL PRODUCT LINEUP

\$20



BUTTER POPCORN

New

- Delicious and made with real butter
- 18 cups | 6oz

\$20



WHITE CHEDDAR POPCORN

#1 Seller Stays at \$20

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

\$20



SALTED CARAMEL CORN

Reduced from \$25 to \$20 & 14oz to 11oz

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

\$20



SWEET & SALTY KETTLE CORN

Increased from \$15 to \$20 & 3.5oz to 4.5oz

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

\$15



POPPING CORN

Increased from \$17 to \$20

- All natural, popping kernels
- 28oz

\$25

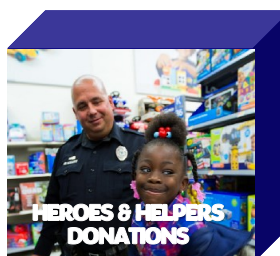


MICROWAVE BUTTER POPCORN

- Just the right snack for movie night
- 12 microwave bags

Every Hero Deserves a Snack!
All donations go towards supporting our Local Heroes & Helpers!

And Scouts earn incentives!



ORDERING, DISTRIBUTION & RETURNS

PRODUCT	ITEM PRICE	CASE PRICE	ITEMS PER CASE	PACKAGING
Butter Popcorn 6 oz	\$20	\$240	12:1	Bag
White Cheddar Popcorn 6 oz	\$20	\$240	12:1	Bag
<i>Salted Caramel Popcorn</i> 11 oz	\$20	\$240	12:1	Bag
Sweet and Salty Kettle Corn 4.5 oz	\$20	\$240	12:1	Bag
Popping Corn 28 oz	\$15	\$135	9:1	Jar
Microwave Butter Popcorn 12-pack	\$25	\$150	6:1	Box

POPCORN ORDERING, DISTRIBUTION & RETURNS

PLACING ORDERS

1. Contact support@trails-end.com if you do not know your username and password.
2. Login at https://portal.trails-end.com
3. Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn".
4. Click the "Choose Delivery..." button and choose the order you are placing.
5. Enter the quantities that you wish to order in the adjustment column.
6. Click SUBMIT when you are finished with your order.
7. You will receive an order confirmation to your email address once your order is approved by the Council.

GETTING YOUR POPCORN

Orders may be picked up at GYC Modesto Office. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on the Unit's behalf. **You must take your entire order at your pick-up time.**

Contact your Council for more information on getting your popcorn and replenishment of popcorn.

POPCORN RETURNS

Please return any unsold products in their original cases to assist in processing. No damaged or open individual containers will be accepted for returns. Up to \$5000 worth of popcorn will be accepted. Please schedule a time for returning your unsold popcorn with Robin Wilson at robin.wilson@scouting.org or 209-471-0070.

****POPCORN BOXES MUST BE UNOPENED, UNMARKED AND UNDAMAGED TO BE ACCEPTED AS A RETURN****

Trail's End
VEHICLE CAPACITY ESTIMATES

Mid-size Car	20 Cases
Small SUV	40 Cases
Crossover	40 Cases
Mini-van	60 Cases
Large SUV	70 Cases
Full-size van	70 Cases

*The vehicle capacity estimates above are estimates without kids, car seats, strollers, etc.

HOW TO SELL \$2,000

Sell for 12 hours, fund your entire year of Scouting!

STEP 1

Create a Trail's End account for your Scout.

- Text APP to 62771 to download the Trail's End App.

STEP 2

Make a list of 30+ people you know to ask for support.

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

STEP 3

Draft your Scout's sales pitch.

- Example: Hi ****customer's name****, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

STEP 4

Build your Scout's personalized fundraising page.

- Once signed into the app, go to **Online Direct** and then **Manage Page**.
 - Upload a picture of your Scout smiling, preferably in their Class A uniform.
 - Paste your sales pitch into the **About Me** section.
 - Select your **Favorite Product**.

STEP 5

Ask for support.

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
 - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

STEP 6

Ask for support in the neighborhood.

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood
- Use the cart sharing feature to remain socially distanced.



\$2,000 POPCORN GOAL



OVER 70% STAYS LOCAL!*



**WHITE
CHEDDAR
POPCORN**
\$20



**SALTED
CARAMEL
CORN**
\$20



**BUTTER
POPCORN**
\$20



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



**POPPING
CORN**
\$15



**MICROWAVE
BUTTER
POPCORN**
\$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. *A mount donated is calculated based on Trail's End Return to Scouts, see Terms & Conditions at portal.trails-end.com/legal/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.

CODE OF CONDUCT

(FOR ANY SHOW & SALES METHOD)

Guidelines for Scouts & Leaders Selling Popcorn

- All Scouts participating at a popcorn booth, or walking a neighborhood to sell popcorn will wear their Field uniform. It is recommended that registered adults wear their Field uniforms or Unit T-shirt. Parents can wear their Unit T-shirt.
- The Scout and/or adult volunteer will not participate in the act of panhandling (i.e., directly asking for the donation of money instead of selling popcorn.) Use Heroes and Helpers to aid your sales.
- Storefront popcorn booths will be setup in the area designated by the store manager.
- The Scouts will not ambush or crowd customers as they come in and out of the store. The Scouts will stay at a distance as designated by the store manager.
- **Leave your sale site area clean when you leave.**
- If by any chance two Scout units show up to the same storefront to sell popcorn, the adult volunteers will work out the issue without involving the store manager or Council. No more than one unit per storefront.
- All Scouts and adult volunteers will use clean and kind language. There shall be no profanity, put-downs or verbal taunting, as this is unacceptable.
- All Scouts will behave in a friendly manner. Punching, “play fighting”, climbing on trash cans and store pillars, throwing objects, chocking and any deliberate attempt to cause physical harm or damage to the property is unacceptable.
- The Scouts and adults will always abide by store rules when selling at a storefront or on business property, in addition to the other bullet points on this document.
- **ALL CASH DONATIONS/TIPS units receive during storefront sales should be *put towards their Heroes & Helpers donations collected. Remember Scouts earn more points to earn E-cards.***

POPCORN CONTACTS

Position	Name	Phone	Email
Council Kernel (Volunteer)	Kelly Osterhout	209-614-6194	kelly@bluesierrafarms.com
Staff Advisor	Marisol Gonzalez	209-637-3949	Marisol.gonzalezcuevas@scouting.org

NOTES