



**POPCORN
KERNEL
PLAYBOOK
2025**

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mac-bsa.org/scouting-tools/popcorn



402-431-9272



www.trails-end.com

2025 Popcorn Dates

Main Sale Dates

June 30 | Popcorn Commitments Due

July 1 | Online Sales Begin

August 20 | Unit Initial Order due at noon in Trail's End Popcorn System

September 3-4 | Initial Order Distribution Dates

September 5 | Sale Begins

October 27 | Unit to Unit transfers complete in System*

October 27 | Final returns submitted in the system*

October 28 | Unit Final Order submitted in the system*

**All Scouts Sales must be entered in Trails End by 11:59PM on October 28 to count towards
Mid-America Council Incentives**

Replenishment Dates

Metro Replenishments:

September 7 | Replenishment #1 Order Due

September 11 | Replenishment #1 Order Pick Up

September 14 | Replenishment #2 Order Due

September 18 | Replenishment #2 Order Pick Up

September 21 | Replenishment #3 Order Due

September 25 | Replenishment #3 Order Pick Up

September 28 | Replenishment #4 Order Due

October 2 | Replenishment #4 Order Pick Up

October 5 | Replenishment #5 Order Due

October 9 | Replenishment #5 Order Pick Up

Rural Replenishments:

September 28 | Rural Replenishment Orders Due

October 2 | Thursday RT Replenishment Pick Up

October 7 | Tuesday RT Replenishment Pick Up

Return Dates

Amnesty

September 28 | All Amnesty Returns Due in System

September 29 | Amnesty Day (Metro)

October 2 | Amnesty Day (Thursday RT)

October 7 | Amnesty Day (Tuesday RT)

Final Return

October 27 | Final Returns Due in the System

October 28-30 | Returned Product Due (Metro)

November 4 | Returned Product Due (Tuesday RT)

3 November 6 | Returned Product Due (Thursday RT)

For a full list of
popcorn dates,
[click here.](#)



Sale Information



COMMISSION

Units earn 50% commission for traditional sales and 40% for online sales.



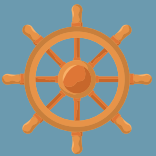
PRE ORDER

Units can order up to 100% of their 2024 total sale. If your unit did not sell last year, reach out to your district team for help with your order.



RETURN POLICY

Return max of 10% & in full cases of like product. Cases can be previously opened but need to be a full case of like product when returned. No chocolate returns.



AMNESTY DAY

During Amnesty Day, the council will take returns that will not count against your 10%. See our Returns section for more information.



THEME

Our theme for 2025 is Popcorn Pirates! Look for the theme throughout our sale.



COUNCIL INCENTIVES

Our Council continues to add on to commission and TE prizes with additional council incentives.



STOREFRONT

We will continue our Storefront program throughout the Council. Keep an eye out for new resources and plans from Trail's End



MORE INFORMATION

For more information on the sale please visit the Trail's End website or the Popcorn Landing page on macscouts.org

2025 Product Line Up



Kettle Corn | \$20



White Cheddar | \$20



Salted Caramel | \$20



Popping Corn | \$20



Microwave Butter | \$25



Chocolatey Pretzels | \$30

**Will be available later in the sale*

2025 Product Information

Product	Containers:Cases	Retail Price	Returnable?
\$50 Heroes & Helpers Donation	NA	\$50	NA
\$30 Heroes & Helpers Donation	NA	\$30	NA
Chocolatey Pretzels	12:1	\$30	No
Microwave Butter	6:1	\$25	Yes
Salted Caramel	12:1	\$20	Yes
White Cheddar	12:1	\$20	Yes
Popping Corn	9:1	\$20	Yes
Kettle Corn	12:1	\$20	Yes

For nutritional information on these products, please visit the popcorn landing page at macscouts.org or on Trails-End.com

Popcorn Trainings

MAC hosts multiple training opportunities to prep you for the sale! This year we will have one in person option and multiple zoom options. It is highly recommended that two people from each unit attend a training. See below for the list of training dates and registration link.

In Person Option:

- Saturday, July 26th, from 9AM - 11AM at Durham Scout Center

Zoom Options:

- Tuesday, July, 29th 7PM-9PM
- Saturday, August 2nd: 1PM-3PM

You can register for any of these trainings at the link [here](#).

Trail's End also offers different trainings as well:

- Trail's End Webinars - these are scheduled, live trainings to walk you through the system and answer any questions you may have. To see the schedule of webinars and register, click [here](#).
- Trail's End Training Videos - these are videos on specific topics that you can find anytime in your Leader Portal. Some of these videos can be shown to youth as training as well.

Ways to Sell Popcorn

There are four ways to sell popcorn in the Mid-America Council. Most units will do a combination of all to optimize their sale.

- **Storefront** - this involves coordinating and booking booths in high foot traffic locations throughout your community. It is best practice to have ONE scout and ONE parent at each shift to cover more shifts during the sale.
 - Storefront Reservations - Council participates in the TE Storefront Reservations. This is where TE calls stores in our communities on our behalf and then those are put into the system. See the "Storefront Reservations" page below.
- **Door to Door** - This is similar to Wagon but you have product with you when you go door-to-door. This method is preferred for neighborhoods close to home.
- **Wagon** - Scouts collect orders in the app & deliver on hand product or mark product as "undelivered" to be delivered later. This can also be taken through neighborhoods but is great for parent's co-workers, friends, and family.
- **Online** - Online direct sales are easier than ever with product shipping directly to the customer. Scouts set up their Trail's End account by downloading the app and then they can share their fundraising page via email, social media, and text message.

Storefront Note: If your unit is using storefronts, please make sure you update your settings before the sale

- Set your storefront defaults in your "Unit Info" tab. Choose one of the 4 "split methods"
 - NOTE: This split method is for the full year and recalculates sales when/if made at any time
- Set the time zone to "Central" and set shift hours to the most commonly used length of time in your Unit
- Set your number for most commonly used "max Scouts"
- Set your default release date.
- The information like number of scouts, hours, etc can be changed within each storefront itself under the site or shift information as needed.

Storefront Reservations

For 2025, Trail's End has partnered with MAC to provide Units with storefront booking by contacting storefronts in our area which you can claim starting in July- see schedule below for exact details. As a Kernel, all you will need to do is sign in, sign up, and encourage your Scouts to claim and sell!

- TE has booked over XX,XXX hours throughout the Council.
- Units will be able to "claim" storefronts according to a set schedule (see below), in the "Storefronts Reservations" tab.
- Once the Storefront Reservation is claimed, it will move to the "Storefront Management" tab and will be managed like any other storefront
- All stores will be listed in the system for your reference
- **NEW FOR 2025: Unclaimed weekend reservations will be auto-released each week on Thursdays at 7PM.**

Storefront claims will start on July 22nd. Each day the claim cycle will open up at 7PM central time. You can go in and make your selections at that time. If you miss a day, your number of available claims will move to the next day.

Tuesday	Wednesday	Thursday
JULY 22	JULY 23	JULY 24
4 CLAIMS \$10K+ in 2024 sales	2 CLAIMS All Units	Unlimited Claims All Units

Mid-America Council Storefront Incentive -

If your Unit commits to the Popcorn Sale AND registers for a MAC Popcorn Training session by JUNE 30th, the unit will receive 2 claims on Monday, July 21st.

Note: Some of our Units Qualify to be in the VIP Storefront Program with Trail's End. Please see specific information on that by visiting our Popcorn Landing Page.

Ordering Popcorn

The MAC popcorn sale really starts when units order their popcorn! We have a few different ways to do this that we will cover in this section. We have our Initial Order, Replenishment Orders, and Final Orders. For all orders, how to place them happens the same way. Any orders not placed in the Trail's End System will not be fulfilled.

- Login at www.trails-end.com
 - Contact support@trails-end.com if you are unable to sign in
- Click the “Order Popcorn” button at the top of the page, or go to the Popcorn Orders tab and click “Order Popcorn”
- Click the “Choose Delivery...” button and choose the order you are placing
 - These options would include "Initial Order", "Replenishment Order #X" or "Final Order"
- Enter the quantities that you wish to order in the adjustment column
- Click SUBMIT when you are finished with your order
- You will receive an order confirmation to your email address once your order is approved by the council

All orders (except Final Order) are done by the case.

Initial Order

For Units who want popcorn in their hands when the sale starts on September 5th, including those planning on doing any storefronts, will need to place an "Initial Order." This order is due in the Trails End System on August 20th and will be available for pick up at your local Popcorn Warehouse on September 3rd or 4th

Final Order

For the end of sale order or Final Order, the process is the same as initial order. This order will need to be placed by October 28th and will be available for pick up at your local Popcorn Warehouse in November. Dates will be finalized closer to that date.

On this order, you can order by bag/container - you do not need to order a full case.

Replenishment Orders

Throughout the sale, MAC will have opportunities to order additional popcorn. These will happen weekly in the metro and once in our rural districts. Anyone can drive to Omaha to pick up a replenishment during the sale as long as they placed the order on time.

Popcorn will be available for pick up on the following Thursdays at the Metro Warehouse from 2PM-6PM. Orders must be in the system the Sunday before by 7PM.

Metro Warehouse
Ford Storage
10364 S. 136th St
Omaha, NE 68138

Order Due	9/7	9/14	9/21	9/28	10/5
Order Pick Up	9/11	9/18	9/25	10/2	10/9

Any orders not picked up by 6PM on the specified Thursday will be canceled. A new order would be necessary for the next pick up date.

Rural Replenishment -We will have replenishment brought out to the Rural District Roundtables the week of 10/2 and 10/6. These orders will need to be in the system by 9/28 to receive your product.

Warehouse Information

BH, IH, WW and TB West

Metro Warehouse | Ford Storage - 10364 S. 136th St.
Omaha, NE

NENE

Norfolk | Lutheran High Northeast - 2010 N. 37th St. Norfolk, NE

TB East

United Presbyterian Church - 1500 Industrial Ave, Bedford, IA

WE

Echo Electric - 1200 Cunningham Drive, Sioux City, IA

NW Iowa

Spencer | Spencer AG Center - 1901 E. 8th St, Spencer, IA
Ft. Dodge | White Transfer & Storage - 1834 US 20 Business, Ft. Dodge, IA

OH

Patriot's Choice Warehouse - 911 7th St. Harlan, IA

GR

Jayhawk Box - 1150 S. Union St, Fremont, NE

FR

Goodwill Industries - 1440 S. Lincoln, Grand Island, NE

CW

Mead Lumber - 1440 W. 56th St, Kearney NE

BB

Quality Brands - 720 N. Lake Drive, North Platte, NE

Home Deliveries

METRO UNITS: Do you want to avoid the warehouse for your initial order? The Council offers Home Deliveries within the Metro area for the initial order. Information on dates and fees can be found [here](#). If you are interested, please sign up by August 23rd.

Returning Popcorn

Units will have two opportunities to return popcorn during the sale. For both returns, products must be in full cases and no chocolate will be accepted. Returned products will be credited to the unit if in excellent condition and in original packaging. See below for more information on each opportunity.

AMNESTY DAY

Amnesty day is an opportunity for units who have either over ordered, or their sale isn't going as planned, to return product without it counting towards their 10%. These returns must be submitted into the system by October 1st at 7PM and brought back to council on time to be considered accepted.

September | Metro Amnesty Day

October | Tuesday RT Rural Amnesty Day

October | Thursday RT Rural Amnesty Day

FINAL RETURNS

MAC allows returns up to 10% of your total pre-ordered popcorn. This includes your initial order and any replenishment orders. All returns must be in the system by October XXXXXXt 11:59PM and returned on time to be accepted.

October | Metro Returns

November | Tuesday RT Rural Returns

November | Thursday RT Rural Returns

To enter a return in the system -

- Under the Popcorn Orders page, click "View" next to your approved unit order with the inventory to be returned
- Choose which return you are placing (Amnesty vs Final)
- Click the Return Inventory to Council button
- Enter the number of cases to be returned for each product
- Click the Submit Return Request to complete the form
- Once the council has accepted the product return, adjustments will be made to your popcorn invoice statement to reflect the returned products.

UNIT TO UNIT TRANSFER

There are two ways units can help out other units during popcorn. Firstly, units can transfer product between units. This is helpful if units have too much product or if a unit is needing more product before a council order. These can be done at any time during the sale. Please make sure that these are entered in the system in a timely manner. The council cannot help fix disputes of who owes for what popcorn if it is not done properly in the leader portal.

How to Transfer Popcorn to Another Unit

- Go to the Popcorn Orders tab
- Click “View” next to the order with the inventory to be transferred
- Click the “Transfer Inventory” button and select the District and Unit from the dropdowns that is receiving the inventory
- Enter the quantities (cases and containers) to be transferred
- Click the “Submit Transfer Request” to complete the form

How to Receive Popcorn from Another Unit

- After the transferring unit submits the transfer request, the receiving unit will be notified via email.
- On your Trail's End account, go to the “Transfers & Returns” tab
- Review the pending product transfers. If correct, click the “Approve” button and the “Reject” button if they are incorrect
- Once the receiving unit has accepted the transfers, each unit’s invoice will be updated

POP SWAPS

Another way the council helps support unit to unit transfers is by hosting pop swaps. This is where units can all come together at the same location to make these transfers. The council is not associated with any transfers that happen at these events and are just hosting the location to make it easier for units. All units are invited and are encouraged to bring product to transfer out and a list of what products they need!

REWARDS | TRAIL'S END

TE will again be using the Gift Cards for their prize program. Each sale earns the Scout points towards different prize levels. Prizes are released through the app by the Unit Kernel at the end of the sale. Any unit invoice must be paid before this is allowed. Rewards earned in 2025 must be claimed in the app by the Scout by June 30, 2026.

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

EARN MORE WITH HEROES & HELPERS

	Points* Per \$1 Sold
Heroes & Helpers	1.75 (credit & Online)/1.5 cash
App Credit & Online	1.25
App Cash	1

Cash to Credit

Earn an additional .25 point per \$1 converted.

See full TE Incentive details here:



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

REWARDS | COUNCIL

Each year the council offers additional rewards for our top sellers, above and beyond the gift cards from Trail's End! While the chart below lays out our main awards, keep an eye on the What's Poppin' Newsletters and Facebook Group to see additional random opportunities throughout the sale! All prizes are based on app sales on 10/28 at 11:59PM. Online sales will be included starting July 1st, all other sales will start September 5th.

To qualify for any of the rewards provided by Council, sales must be recorded in the app. All prizes not picked up/received by January 31st, 2026 are forfeited.

DETAILS COMING SOON

TIPS & TRICKS

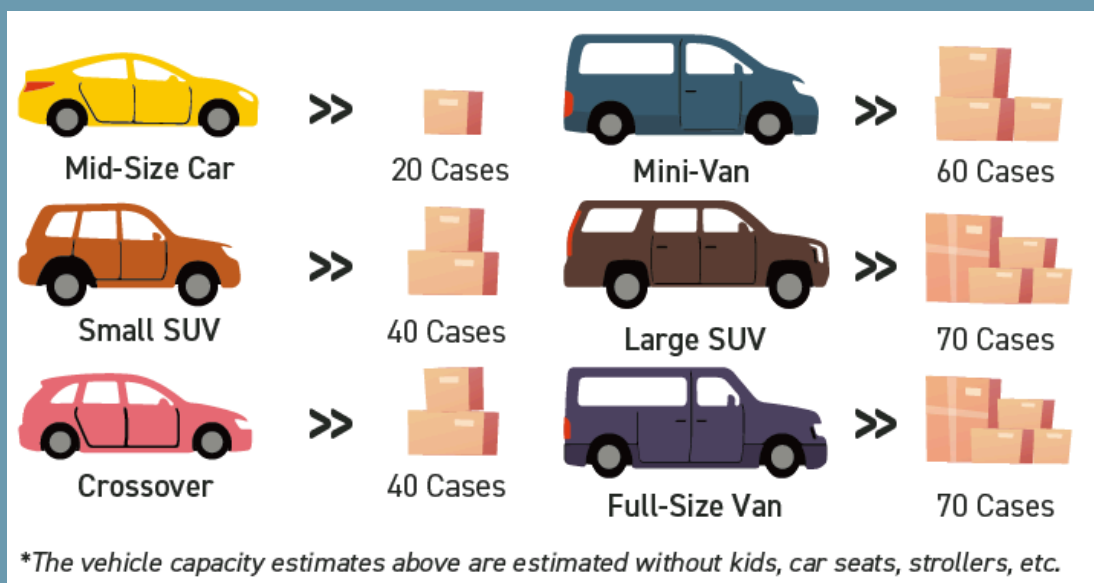
Here is some helpful information for the sale, especially if you are a new kernel!

Ordering Popcorn:

- If you are having issues placing an order, confirm you are on the correct year.
- Initial Order & any replenishment orders must be placed in full case. On the final take order, you may order by bags.

Picking Up Popcorn:

- No youth are allowed at the docks.
- Please arrive on-time and ready to take your product with a clear car. This helps keep the line moving for all.
- If you receive a damaged case or damaged bag, please take pictures and email them to MAC@scouting.org. We will credit your account for the product. In the email, include your district and unit.
- If you have questions about how much will fit in your car, please see the approximate sizing below:



General:

- Following our social media sites is a great way to stay up to date on information.
- Please make sure you have MAC@scouting.org as an approved sender on your email.

CHECKLIST

One way to help make sure you are on track for the sale is to read this guide and follow this checklist. Feel free to add important dates/information related to your unit!

June

- ☐ If your unit is not yet committed, commit to the sale TODAY!
- ☐ Work with your Unit leadership to ensure your calendar and budget get submitted.

July

- ☐ Attend Popcorn training
- ☐ Plan your unit kick off
- ☐ Claim Your Storefronts

August

- ☐ Place your initial order by August 20th
- ☐ Hold your unit kick off! Make sure parents have the information they need.
- ☐ Sign up for additional storefronts

September

- ☐ Hold your unit kick off if you didn't in August.
- ☐ Pick up your popcorn!
- ☐ Check in on your families to make sure their sale is going well
- ☐ Place any needed replenishment orders

October

- ☐ Place any needed replenishment orders
- ☐ Participate in Amnesty Day or Pop Swaps as needed
- ☐ Continue to check in on your families!
- ☐ Wrap up your sale & make sure everything is final in the system by the deadline
- ☐ Complete any final returns

November

- ☐ Pick up any final order popcorn
- ☐ Pay your invoice or input your information to receive your payout
- ☐ Celebrate your awesome sale with your unit!