



**2025
POPCORN
TRAINING**

TRAINING OUTLINE

- ⚓ Welcome to Popcorn Island
- ⚓ How the Sale Works
- ⚓ Ordering Popcorn
- ⚓ Returning Popcorn
- ⚓ Rewards
- ⚓ Tips & Tricks
- ⚓ Taking it Back to the Unit

**WELCOME TO
POPCORN ISLAND**

AHOY, MATEY!

- Theme this year is “Popcorn Island” - a play on Pirates!
- Two HUGE pieces of advice:
 - BE EXCITED! Families will feed off your attitude towards popcorn - positive or negative!
 - It’s just popcorn! We can find a solution/answer/fix to anything
- **Important Information -**
 - Commission will be 50% for traditional and 40% for online
 - Please look at our resources on the MAC Popcorn Landing page.

KEY POPOCORN DATES

July 1 | Online Sales Begin

August 20 | Initial Order due by Noon

September 3-4 | Initial Order Distribution Dates

September 5 | Sale Begins

Sept/Oct | Replenishment Orders

September 28 | All Amnesty Day Returns due in System

October 28 | Final Order due by 11:59PM

Full list of popcorn dates can be found on the [MAC Popcorn Landing Page](#)

**HOW THE
SALE WORKS
& TECHNOLOGY**

WAYS TO SELL

Storefront Sales

Reserve Storefronts (either via Trail's End or at the unit level) and then set up booths of product to sell to foot traffic customers of that location

Wagon Sales

Go door to door in your neighborhood, or out to friends and family. They can either buy product on the spot or place an order for delivery later

Online Direct

Each Scout has a link that they can give out for their online store. Anything ordered via this link will be shipped directly to the customer. Online assortment may differ from on hand inventory. All shipping is \$5.99



USE THE TECHNOLOGY

Trail's End App for Scouts

- Text APP to 62771 to download/register your Scout
- Record sales & accept credit cards
- Sign up for storefront shifts
- Track your goal
- Record when you've delivered product
- Share your online sales link
- Claim rewards!

Unit Leader Portal

- Online web page - NOT AN APP
- www.trails-end.com/leader
- Manage your unit's sale - inventory, storefronts, scouts, etc
- Mobile-friendly via your phone's browser
- When your Scouts use their app, leaders can:
 - Track progress towards goals
 - Monitor Inventory
 - Manage Storefronts shifts
 - Manage Accounting
 - and more!

Reminder: ALL credit card fees paid for by TE/Council when sales are recorded via the app

CREDIT CARDS

- Many consumers prefer credit or debit card transactions
- All Credit Cards transaction fees are covered when recorded via the app
- Earn 1.25 reward points for every \$1 sold in the app via credit card
 - **NEW: Receive an extra .5 points for Heroes & Helpers**
- No cash handling for Scouts/Unit
- Square readers are compatible with the TE app, plus bluetooth square readers accept Apple Pay and Google Pay
 - **NEW: App will have Tap to Pay, no reader necessary!**
- ALL Scouts can enter credit cards manually
- Parents pay Wagon Sales or Storefront cash due by clicking “Pay Now”

STOREFRONTS

- Set your defaults
 - “Calculation Methods” will change for the entire season, including past sales
 - “Setup Defaults” will only change for new sites
- More user-friendly navigation
- Use your search for store names. districts, etc
- Creating a new site - address selection powered by google
- If you get a flag/error, please do not try to get around it
- Put your stores in AS SOON as they are scheduled
- **NEW:** Auto Release feature! Thursday evenings at 7PM any storefront slot without any shifts filled will be automatically released
- **What happens if the store is double booked?**
 - Do not involve store management
 - If the store has two doors, can each unit take one?
 - Council will help settle this by looking at what is booked in the app

End of Sale Tip: Thank your storefronts! Have the Scouts write a card and drop it off with some extra popcorn at the end of the sale

PRODUCTS



**WHITE
CHEDDAR
POPCORN**

\$20



**SALTED
CARAMEL
CORN**

\$20



**SWEET & SALTY
KETTLE CORN**

\$20



**POPPING
CORN**

\$20



**MICROWAVE
BUTTER
POPCORN**

\$25



**CHOCOLATEY
PRETZELS**

\$30

PRODUCTS

- Chocolatey Pretzels will be available approximately our second or third replenishment order. We will announce the date as soon as we know
- Online and on hand inventory may differ in availability and pricing



I received a damaged bag/case, what do I do? Take a picture of the damage and email it to 326popcorn2@scouting.org. Please include your district and unit number. The damaged product will be removed from your order. Unless otherwise asked, you can dispose of the damaged item. These are entered typically about once a week. Please give us a few days if you do not see it hit your invoice immediately.

ORDERING POPCORN

- **Initial Order (aka pre-order or take order)**

- This order is for units who want popcorn in their hands when the sale begins on September 5th. This product will be received September 3rd or 4th
- If you are planning to do any storefronts, you need to place an initial order.
- You may only order full cases.
- Units can pre-order up to 100% of their total 2024 sale.
- If your unit did not sell in 2024, please send your proposed order to 326popcorn2@scouting.org and it will be reviewed.
- Orders must be submitted only by August 20th at noon
- If your unit is not committed to the sale, your order will not be placed.

- **Final Order**

- This is the end of sale order. You will order the same way as Initial Order.
- Review all your “Undelivered” Wagon orders
- Orders must be submitted only by October 28th at 11:59PM
- For this order you can order by case or container

ORDERING POPCORN

To Submit an Order:

- Log in to Trail's End leader portal
- Click "Order Popcorn" button
- Click "Choose Delivery..." button and select the order you are placing
- These options would include "Initial Order", "Replenishment Order "x"", or "Final Order."
- Enter the dollar amount of product you want to order and TE will auto populate an order based on regional averages. You can edit as needed and this will only auto fill on your initial order.
- Click SUBMIT when you are finished with your order.
 - If you only click save, your order IS NOT submitted and WILL NOT be ordered
- You will receive an order confirmation to your email address once your order is approved by council. **Council will not approve any orders before the order deadline.**
- Initial order will open up on 7/29
- This is how you will order for any order – initial, replenishments, or final.

WAREHOUSE INFORMATION

District	2025 Distribution Location	Address
Metro / TB West	Ford Storage	10364 South 136th St. Omaha, NE
GR	Jayhawk Boxes	1150 S Union St, Fremont, NE 68025
NE Nebraska	Lutheran High Northeast	2010 N. 37th St, Norfolk, NE 68701
TB East	United Christian Presbyterian	1500 Industrial Ave, Bedford, IA 50833
WE	Echo Electric Supply	1200 Cunningham Dr, Sioux City, IA 51106
NWI	White Transfer & Storage	1834 Hwy D20 W, Fort Dodge, IA 50501
OH	Patriot's Choice Warehouse	911 7th Street, Harlan, IA 51537
FR	Goodwill Industries	1140 South Lincoln Grand Island, NE
CW	Mead Lumber	1440 W 56th St, Kearney, NE 68845
BB	Quailty Brands	720 N Lake Dr North Platte, NE 69101

WAREHOUSE INFORMATION

Initial Order Pick Up Schedule:

September 3rd: BH, IH, WW, TB West, NE

September 4th: BH, IH, WW, TB West, WE, OH, FR, CW, BB

September 5th: GR, NWI

Exact timing and sign ups will be communicated to units by your district team after initial orders are placed.

Final Order Pick Up will be approximately the week of November 17th. More information/specific details will be communicated as we are closer and see what is ordered.

HOME DELIVERY

More details to come | METRO ONLY

REPLENISHMENT ORDER

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

- Replenishment orders will be picked up on Thursdays between 2PM and 6PM.
- Orders must be placed in the system by 7PM the Sunday before.
- Any orders not picked up by 6PM will be canceled.

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

Rural Replenishment – We will have a replenishment brought out to the rural district roundtables the 10/2, 10/7, or 10/9. These orders will need to be in the system by 9/28 at 7PM to receive your product.

**RETURNING
POPCORN**

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 September 28th 7PM and brought back to council on time to be considered accepted.

- September 29 | Metro Amnesty Day
- October 7 | Tuesday RT Rural Amnesty Day
- October 2 | Thursday RT Rural Amnesty Day
- *All amnesty returns must be in the system by September 28th at 7PM

**IF YOU DO NOT BRING YOUR AMNESTY DAY TO YOUR ASSIGNED LOCATION ON TIME,
YOUR RETURN WILL BE CANCELLED AND NOT ACCEPTED.**

Both Amnesty and Final Returns are by Case Only. No chocolate accepted as returns.

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 27th at 11:59PM and returned on time to be accepted.

October 29-30 | Metro Returns (a sign up will be sent out)

November 4 | Tuesday RT Rural Returns

November 6 | 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 or 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.

Both Amnesty and Final Returns are by Case Only. No chocolate accepted as returns.

REWARDS

TRAILS END

- **NEW:** More than just Amazon Gift Cards. Locations Include
 - Target
 - Walmart
 - Mastercard
 - Dick's Sporting Goods
 - Nintendo
 - REI
 - Gamestop
 - and more!
- Can split amounts between cards, too!

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

EARN MORE WITH HEROES AND HELPERS™

	Points* (per \$1 sold)
Heroes and Helpers	1.75 (credit & online) / 1.5 (cash)
App Credit & Online	1.25
App Cash	1
Each sale only accrues points in the applicable category above in which it will earn the most points	
Cash to Credit™	
Earn an additional 0.25 point per \$1 converted. Points for cash converted are split among Scouts working the shift	

EARN MORE WITH ONE SCOUT & PARENT STOREFRONT SHIFTS

2025 Bonus Rewards*

Jun 30 8pm ET - Nov 30 6:59pm ET

Sell \$500 or more per hour per Scout

- Earn 1 bonus point per dollar sold

Sell \$300-\$499 per hour per Scout

- Earn 0.5 bonus point per dollar sold

Sell \$500 or more online

- Earn 250 bonus points

COUNCIL I TENTATIVE

Each year the council offers additional rewards for our scouts! See below for this year's details. All prizes are based on sales recorded in the app by 10/28 at 11:59PM.

	Patch	Popcorn Ball	Spin Party	Trophy
All Sellers (\$20)	X			
\$1500 Club	X	X		
Top 50	X	X	X	
Top 10	X	X	X	X

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.

COUNCIL

Popcorn Ball:

STILL FINALIZING DETAILS

Spin Party:

Will be separate date from Popcorn Ball but date won't be set until after Popcorn Ball date is released

Unit Level Awards:

The Top 10 units council wide will receive recognition as well as the Top 3 units in each district. This will be received at your District Dinner in early 2026.

Patches:

Please do not expect patches earlier than February/March timeframe

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.

TIPS & TRICKS

TIPS & TRICKS

- Communicate to your District Team first. They are there to help!
- If you are having issues placing an order, confirm you are on the correct year.
- If you receive a damaged case or damaged bag, please take pictures and email to 326popcorn2@scouting.org. You will have the damaged items removed from your invoice.
- Following our social media is a great way to stay up to date on information
- BOTH your District and the Council pages
- Please make sure you have 326popcorn2@scouting.org as an approved email.
- Make sure you have your district kernels email approved as well
- Again, it's just popcorn and it's just Scouting. Everything is fixable!
- Open communication is key – unit level, district level, council level
 - We can't fix what we don't know about
- The TE “Training Tab” has a ton of great resources, especially for “logistical/system” questions

**TAKING THIS
BACK TO YOUR UNIT**

STEPS FOR A SUCCESSFUL SALE

Step 1: Unit Leader Preparation

- Attend Council Training (woohoo! You're already crushing this!)
- Attend a TE Webinar and their Training Tab
- Plan your program year and budget. Use this to then set your Popcorn goal.
- Reserve your storefronts or storefront claims
- Obtain supplies needed:
- Square readers
- Storefront supplies (tablecloth, product, cash box/bag, etc)
- Unit incentives/fun!

Plan and prepare for your Unit Kick Off!

Step 2: Prepare your Scouts & Families

- Encourage all Scouts to download the TE App
- EACH scout should have their OWN registration
- Encourage Scouts to review the training tab
- Motivate with incentives and how funds will be used
- Communicate key dates and stay excited throughout the sale
- Educate your families, new and returning, about what the popcorn sale is, how it works, what to expect, etc.

STEPS FOR A SUCCESSFUL SALE

Step 3: Hold Unit Kick Off

- Make it fun! Get excited and use the theme (Popcorn Island!)
- Set stretch goals – as a unit AND per Scout!
- Have a help station for any questions about the sale or the app
- Talk about prizes – unit prizes, district prizes, council prizes and TE prizes!
- Role play and let the Scouts practice going door to door, asking for a sale at a storefront, etc.
- Educate the parents!
- Have Scouts create and perfect their sales pitch!

Step 4: SELL!

- Go out and sell!
- Check back for Storefront Shifts other units are unable to fill throughout the sale
- Encourage prizes throughout the sale.
- Keep your families motivated!

UNIT KICK OFF IDEAS

- Make it fun and get excited!!
- Use the theme
- Keep it simple – make sure the families get the important information
- Agenda –
 - **Gathering/Opening**
 - **Why Popcorn**
 - Funding your unit? Dues? An event? All of the the above?!
 - What skills do they learn?
 - **What's the plan**
 - Provide important dates
 - Explain the sale – especially how we sell and what they are responsible for!
 - **What's the Goal?**
 - Communicate, communicate, communicate.
 - Unit and Scout goals!
 - **Other sale details**
 - Fun things that will happen along the way
 - **Technology**
 - Make sure they are on the app and understand how to use it!
 - **Q & A**
 - Stick around and answer any questions for new/returning parents

HOW TO HELP OTHER UNITS

Unit to Unit Transfers

- 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/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, you’ll be notified via email.
- One your TE account, go to the “Transfers & Returns” tab
- Review the pending product transfers. If correct, click the “approve” button and the “reject” button if incorrect
- Once the receiving unit has accepted the transfers, each unit’s invoice will be updated.

Pop Swap

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.

KERNEL CHECKLIST

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.

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
- 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.

CONTACT LIST

Black Hawk | Ernie Hemmer | blackhawkpopcorn@gmail.com

Buffalo Bill | Amber Eller/Jamie Wade | areller@hotmail.com / jwade@nppsd.com

Covered Wagon | Megan Baker | original_queen_b@yahoo.com

Five Rivers | Carmen Larson | carmen@ss-cpas.com

Northeast Nebraska | Kayla Steiner | diamonddickpopcorn@gmail.com

Goldenrod | Chad Adams | goldenrodpopcorn@gmail.com

Iron Horse | Lisa Hayford | ironhorsepopcorn@gmail.com

NW Iowa | Jobina Kirby | kibygj@yahoo.com

Ohwahnasee | Melissa Thygesen | melissathygesen@gmail.com

Trailblazer | Jen Wilkinson | tbpopcorn@macscouts.org

War Eagle | Bill Splitter | williamsplitter@yahoo.com

Wagon Wheel | Amanda Lopez | wwdpopcorn@gmail.com

Council | 326popcorn2@scouting.org

QUESTIONS?