

2025 COUNCIL POPCORN KICKOFF!

SOUTHWEST FLORIDA COUNCIL
FORT MYERS
FLORIDA



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Trail's End

Why Popcorn? 2026 Unit Recognition *Trail's End*

2026 “HONOR” UNIT FREE UNIT COUNCIL CAMPING RECOGNITION

2026 FAMILY F.O.S. 2026 Camp Card & 2025 FALL ANNUAL POPCORN SALE

The primary financial support to operate our seven-county council comes from self-generated sources (over 93%) such as the *Annual Friends of Scouting (FOS) Community & Family Campaigns*, special events/activities, *annual popcorn sale*, *annual camp card sale*, and other council revenue sources. These funds provide critical program support services for our units, 2,175 adult volunteers, year-round operation of the Price- Sanders Scout Reservation—Camp Miles, Camp Flying Eagle, council service center and many other vital support services that enables Scouting to operate in our community. Yes, it costs parents to be in Scouting, *but above and beyond this expense*, it costs the SWFL Council around \$285 per Scout, which adds up to a lot when you think of the thousands of youth in Scouting across the Southwest Florida region. Supporting the Annual Family FOS, Popcorn & Camp Card Sale effort enables the mission of Scouting to be delivered through quality programs and camp facilities to all Scouting families. **Without this support, Scouting would cost significantly more for all participants.**

Ideal Year of Scouting

Trail's End[®]
Scout Fundraising

Plan Program

- List activities & adventures
- Hold a brainstorming session with families
- Incorporate new adventures & activities.

Budget

- Assign costs to activities 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

- Calculate Unit goal: divide budget by expected popcorn commissions.
- Divide Unit goal by # of Scouts to get Scout goals

Raise the Money

- Conduct one fundraiser
- Less time fundraising = more time Scouting!

Enjoy the Year!



Ideal Year of Scouting

Fund Your Scouting Year

	Activities / Program Items	Cost
✓	Pack Dues	\$60
✓	Summer Camp	\$350
✓	BSA National Fee	\$85
✓	Council Program Fee	\$80
✓	Shirt	\$35
✓	Pants or Skorts	\$35
✓	Hat	\$23
✓	Belt	\$15
✓	Neckerchief	\$13
✓	Neckerchief Slide	\$8
✓	Socks	\$8
✓	Belt Buckle	\$7
✓	Patches	\$6
✓	Handbook	\$20
✓	Other	\$0

\$745

35%

\$2,129

Total Cost

Unit Commission

Sales Goal

**Available for
download in
training section of
the Unit Portal!**

2024-2025 Program Planner						Trail's End®	
1. Enter your Unit's activities and costs under each month.						Pack/Troop	
2. Enter your number of Scouts and unit commission %.						Number of Scouts in Unit	
3. Fill in the five shaded fields at the bottom of the sheet.						Unit Commission %	
September		October		November			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
December		January		February			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
March		April		May			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
June		July		August			
Activities	Cost	Activities	Cost	Activities	Cost		
Total Cost	\$0.00	Total Cost	\$0.00	Total Cost	\$0.00		
Enter Cost per Scout							
Pack Dues						Total Activity Cost & Expenses	
Scout Life Magazine						Other Unit Expenses	
Advancements						Unit Sales Goal	
BSA National & Council Program Fee						Scout Sales Goal	
Total Expenses						Unit Commission	
\$0						\$0	
						#DIV/0!	
						#DIV/0!	
						#DIV/0!	

Ideal Year of Scouting

Trail's End[®]
Scout Fundraising

Help Units (or Scouts) Set Their Budget!

Total Program Costs \div 33% Unit Commission = Sales Goal

- Hit Sales Goal = **100% PROGRAM FUNDED**

Testimonials - 2023

Two Rivers Cub Scout Leader: Tripled Sales

“Our Pack loves to camp and fish and be outdoors. We sold popcorn to fund those fun adventures and popcorn raised enough funds for ALL of it.”

Alligator Cub Scout Dad:

“My son received \$43 an hour in Trail's End and Council Prizes. Plus, our pack doesn't charge for activities.”

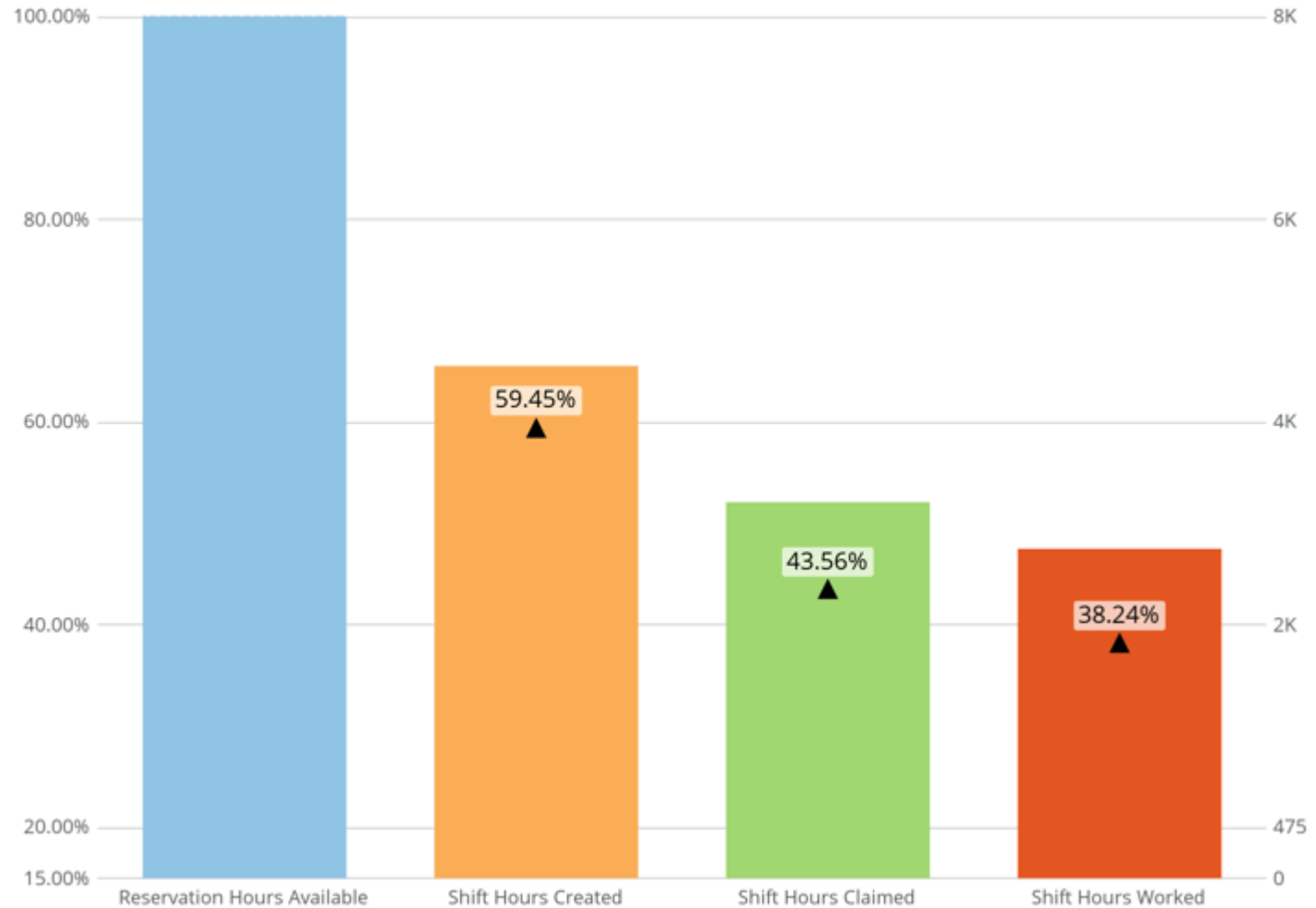
Panther District Venturer:

“My popcorn sales paid for my high adventure staff experience at Philmont!”

2024 Review – Storefront Effectiveness



Scouts worked 38% of all storefronts booked by Trail's End. This guided Trail's End booking for 2025.



Starting in 2022 Trail's End booked Storefronts resulting in a 150% increase in sales at no cost to units.

2024 Review – Heroes Comparison



Participation	Sales	Profits
Full	\$ 656,759	\$ 216,730
Partial to 0	\$ 127,305	\$ 42,010



Takeaway: Scouts keep selling when their Rewards/Prize levels go up!



Council Goals

Trail's End[®]
Scout Fundraising

Focused on the MOST IMPORTANT ~~THINGS~~ PEOPLE

\$334,000 Unit Commissions

\$115,000 Scout Prizes/Rewards

2025 District Goals



DISTRICT	2023 TOTAL	2024 TOTAL	+/-
ALLIGATOR	\$179,042	\$225,753	21%
MANATEE	\$109,953	\$101,424	-8%
PANTHER	\$351,928	\$330,121	-7%
TWO RIVERS	\$190,377	\$166,750	-14%
COUNCIL	\$831,301	\$824,048	-1%

2025 Sales Goals	2023 Units	2024 Units	2025 Unit Goal
	13	14	
	15	16	
	43	34	
	32	24	
\$1,000,000	103	88	

20%

A person wearing a multi-colored striped t-shirt is sitting in a black camping chair. They are holding binoculars to their eyes and looking upwards with a smile. To their left is a red and black backpack. The background is a blurred outdoor setting. The image has a dark overlay with a red vertical line on the left side.

A SUCCESSFUL SALE

Trail's End

Unit Kickoffs - Demonstrate



Schedule a Neighborhood Blitz Day at the beginning of the sale

Create or have Scouts bring displays

Bring a wagon to show parents

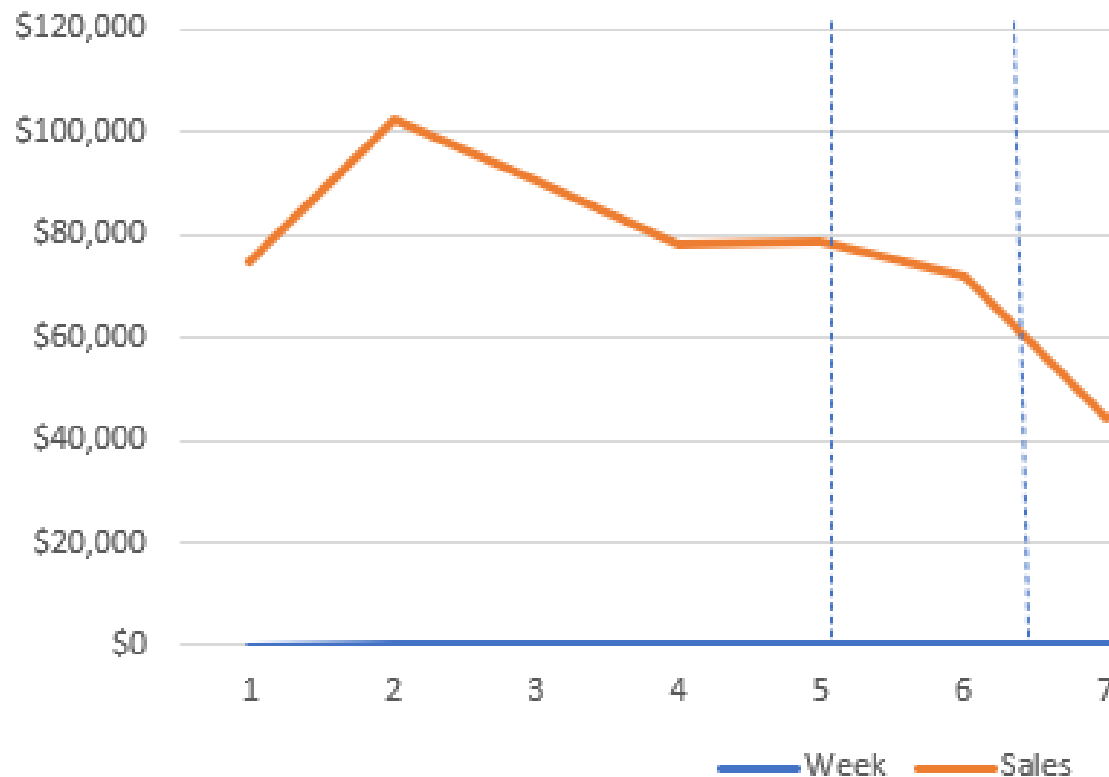
Display banners

Role Play – scout sales pitch

Run a Unit kickoff with scooter and goofy costumes

2025 Important Topics

Get your salesforce selling on Saturday, August 30th



Do not sit your sales FORCE

“We haven’t met yet.”

“Our recruitment isn’t complete.”

2025 Important Topics



- Trail's End booked storefronts are available now! (Must order Show & Sell Product)
- Join Southwest Florida Council – Popcorn Facebook!
- Top Seller Day will be at FGCU!
- Feld Entertainment is a New Prize Partner!
- Council Carrying MORE Popcorn Inventory
- American Heroes product donations delivered by Scouts to the designated beneficiaries
- Return Day up to 30% of last order returnable
 - *Powered by the American Heroes & Helpers program!*
 - *Recommend \$100/booked hour product for troops/crews and \$150/booked hour for Packs.*
- *Popcorn Pickup “drive through”. 15 volunteers needed.*

Unit Program Notice:

- Orders not picked up are automatically cancelled.
- Automatic cancellation of unclaimed storefronts on Thursday.
- Council reserves the right to reduce a return based on American Heroes logged sales.

A Successful Sale – for youth

TIPS & TRAINING

CREATE AN ENGAGING & ENERGETIC PITCH FOR THE SALE!

- Practice your sales presentation.
- Introduce yourself (first name only) and where you are from.

"Hi sir, my name is Brian and I am from (local unit)."

- Let people know what you are doing.

"I'm earning my way to Summer Camp."

- Close the sale.

"Can I count on your support?"

- Credit card sales are best for the Unit. Tell your customers

"We prefer credit/debit."

MORE EXAMPLES:

"Hi, My name is Savannah with (local unit). I am helping my Council raise money for camp scholarships as well as earning my own way to summer camp. Can I count on your support?"

"Hi, my name is Alex with (local unit). I am fundraising for my Eagle Project as well as earning my way to summer camp in Switzerland. Can I count on your support?"

Remember, Be polite and always say "Thank You", even if the customer does not buy.

A Successful Sale – for youth



MORE TIPS & TRAINING

MORE WAYS TO GET THE MOST FROM YOUR SALE!

- Practice your sales presentation.
- Always wear your field uniform.
- Never sell alone or enter anyone's home.
- Always walk on the sidewalk and/or driveway.
- Have mom and/or dad take the Trail's End App or order form to work.
- Remember, 2 out of 3 people will buy when asked at their door.
- Set a GOAL!
- Plan out how many sales you will need to reach your sales goal. Determine whom you will ask to help you reach your goal.

Share what you're doing and how you're helping others through the program!

A photograph of two children hiking through a forest. The child in the foreground is a young boy with blonde hair, wearing a blue and white striped long-sleeved shirt and dark pants. He has a backpack and is pointing his right arm towards the trees. Behind him, another child is visible, also wearing a striped shirt. The background is filled with green foliage and tree trunks. The image has a dark overlay, and a red vertical line is on the left side.

WAYS TO SELL!

Trail's End

Ways to Sell

Storefronts

- Setup tables at high foot traffic locations.
- Scouts sell to customers coming in and out of stores.
- Best Practice: One Scout and their parent per shift.



Online

- Sell virtually to family and friends by sharing your online fundraising page via social, email & text.
- Product ships to the customer.
- Safest way to sell!

Wagon

- Sell door-to-door
- Best Practice: Bring product with you to avoid second trip to deliver.
- Scouts can record undelivered orders in App.





2025 STOREFRONTS™

670,000 HOURS AT 7,000+ LOCATIONS WILL BE AVAILABLE FOR ALL UNITS!

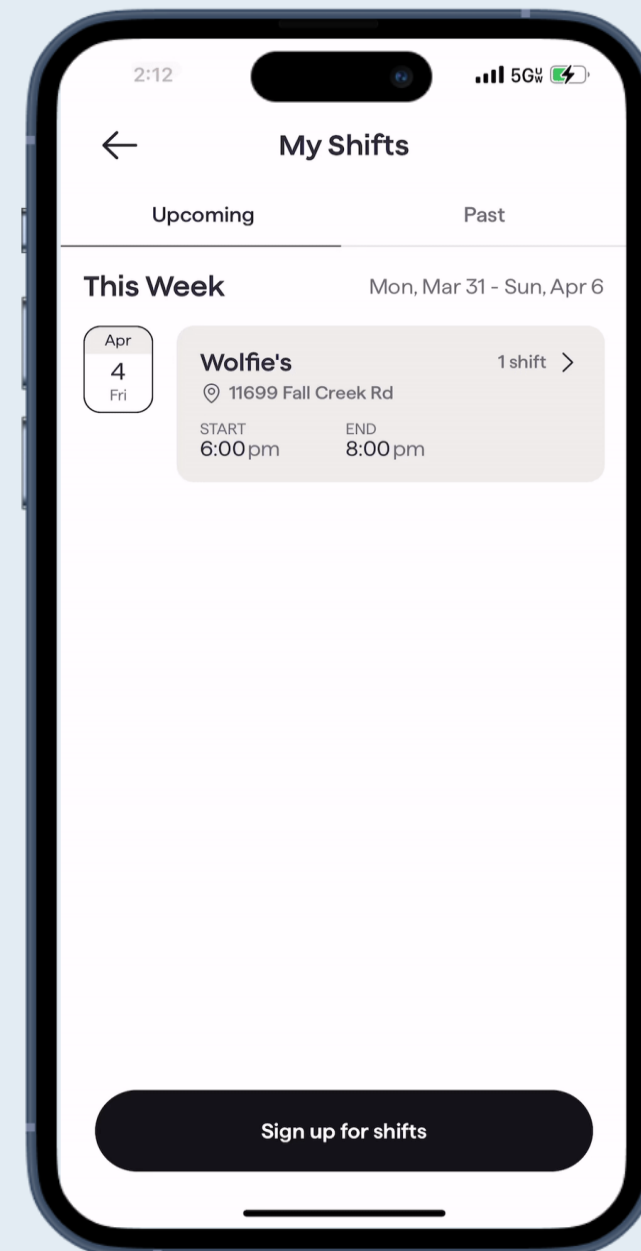
Every hour will have \$300 potential based on foot traffic and trained Scouts!

- 860,000 total booked hours by Trail's End:
 - 670,000 available for all Units!
 - 190,000 hours pre-assigned to VIP units (\$20k+).
 - All units reserve earlier this year on 2nd day.

RESERVATION SCHEDULE

8 PM EST	2024 SALES	RESERVATIONS
July 22	\$10k+	4
July 23	All Units	2
July 24	All Units	Unlimited

PROVIDING MORE FUNDRAISING OPPORTUNITIES FOR ALL UNITS AND SCOUTS!



Leader Portal

Trail's End
Scout Fundraising

Your one-stop web page for sale management!

- Order Popcorn
- Invite their Scouts to register; manage Scout roster.
- Easily set Unit and Scout goals.
- View real time reporting of sales, inventory and cash management; all in one place.
- Unit-to-Unit product transfers. No Council intervention needed.
- Create, schedule, and manage storefront sites and shifts.





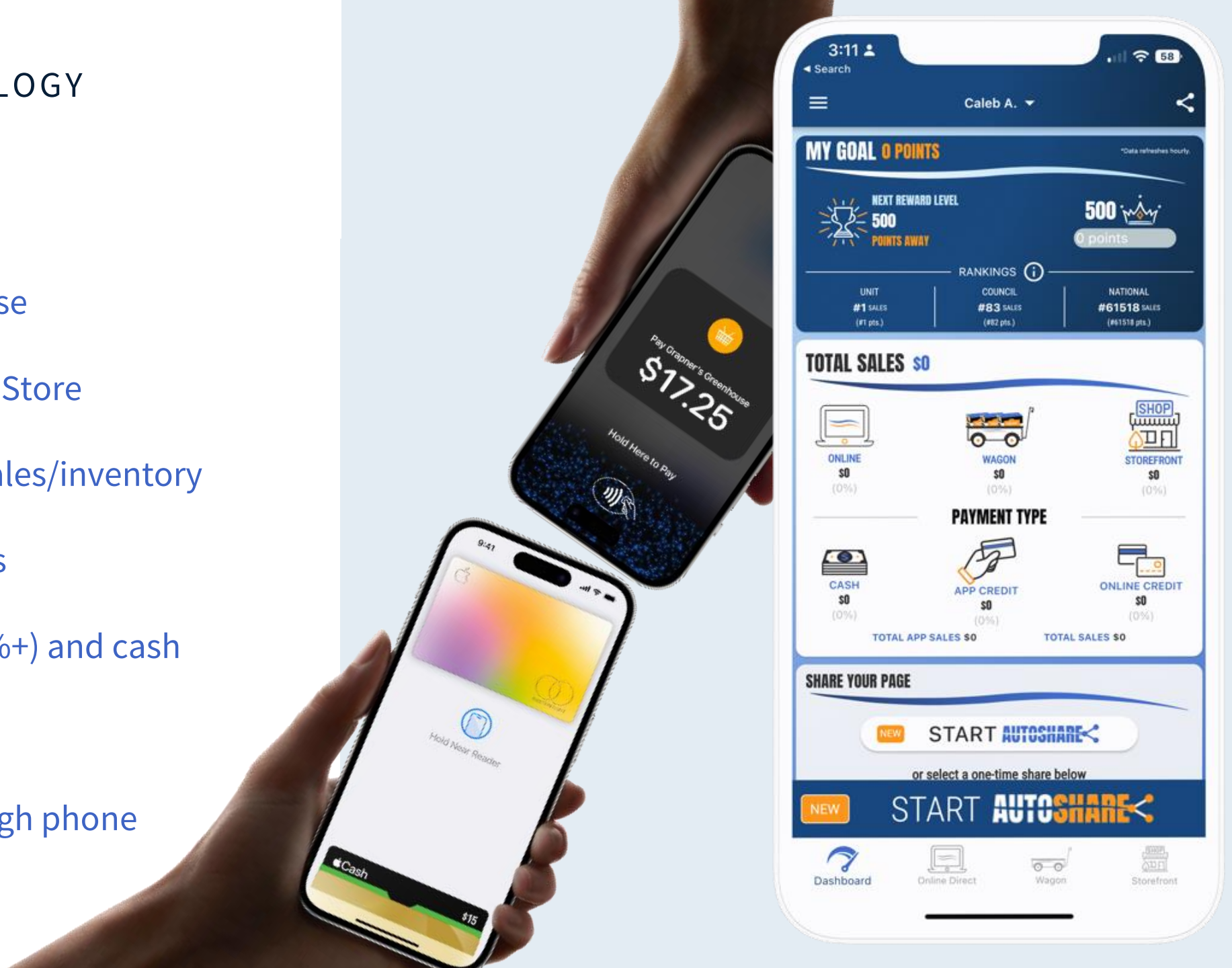
Trail's End®

2025 STOREFRONTS™

- More opportunities for you to secure locations!
- Shifts with 0 Scouts for the upcoming weekend will be released on Thursday at 8pm for everyone to claim.
- Too many shifts were “no showed” in 2024 – this will help!

TRAIL'S END TECHNOLOGY SCOUT APP

- Point of Sale System
- Saves time and easy to use
- Google Play & Apple App Store
- Tracks real-time Scout sales/inventory
- Manages storefront shifts
- Accepts credit cards (85%+) and cash
- All CC Fees paid by TE
- Tap to pay directly through phone

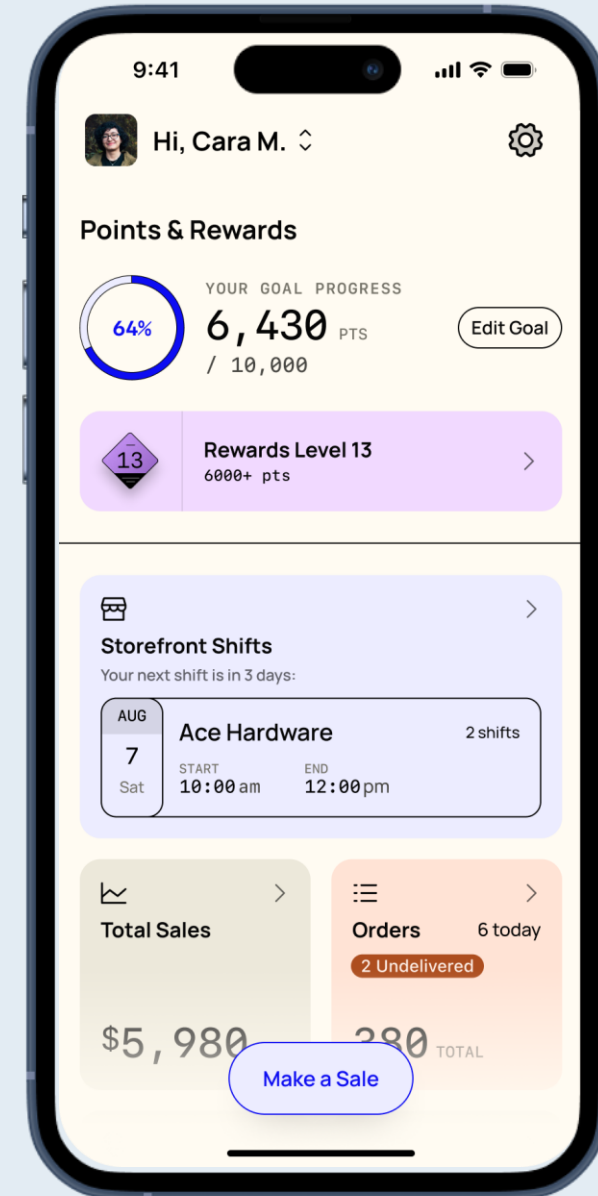


Trail's End App

DASHBOARD

✓ Single screen for all key actions:

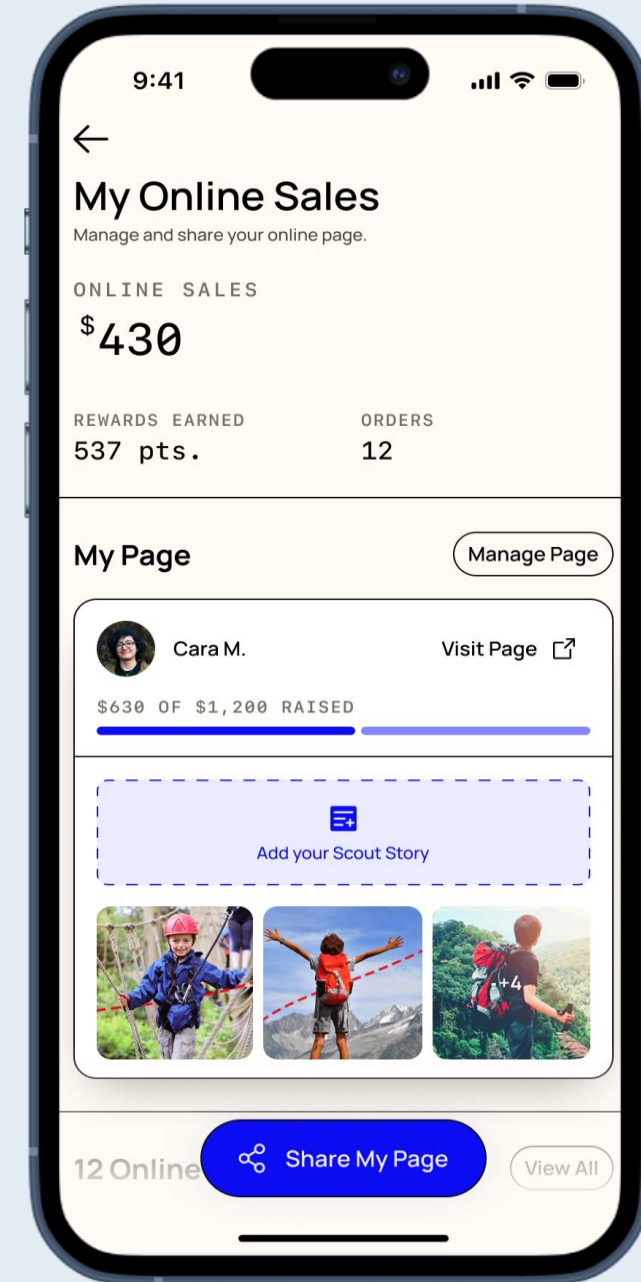
- Make a sale
- Goal and rewards
- Cash to Credit
- Storefronts
- Sales data
- Orders
- Online sales
- Training



Trail's End App

ONLINE SALES

- ✓ Share is the primary action for Scouts
 - Past customers
 - Text
 - Email
 - Social
- ✓ Scouts are guided to personalize their page with new empty states to help them get started



Successful fundraising starts with a goal!

Units must have a goal this year to reserve Storefronts™

Need help setting your goal? Use this guide to plan your program, create a budget, and determine your goal.

[Download Planning Guide](#)

- 232 users
- Goal avg. \$19,196

Let's dream big! 🌟

Did you know your storefront reservations are dependent on your sales goal? We noticed your current goal is lower than last year.

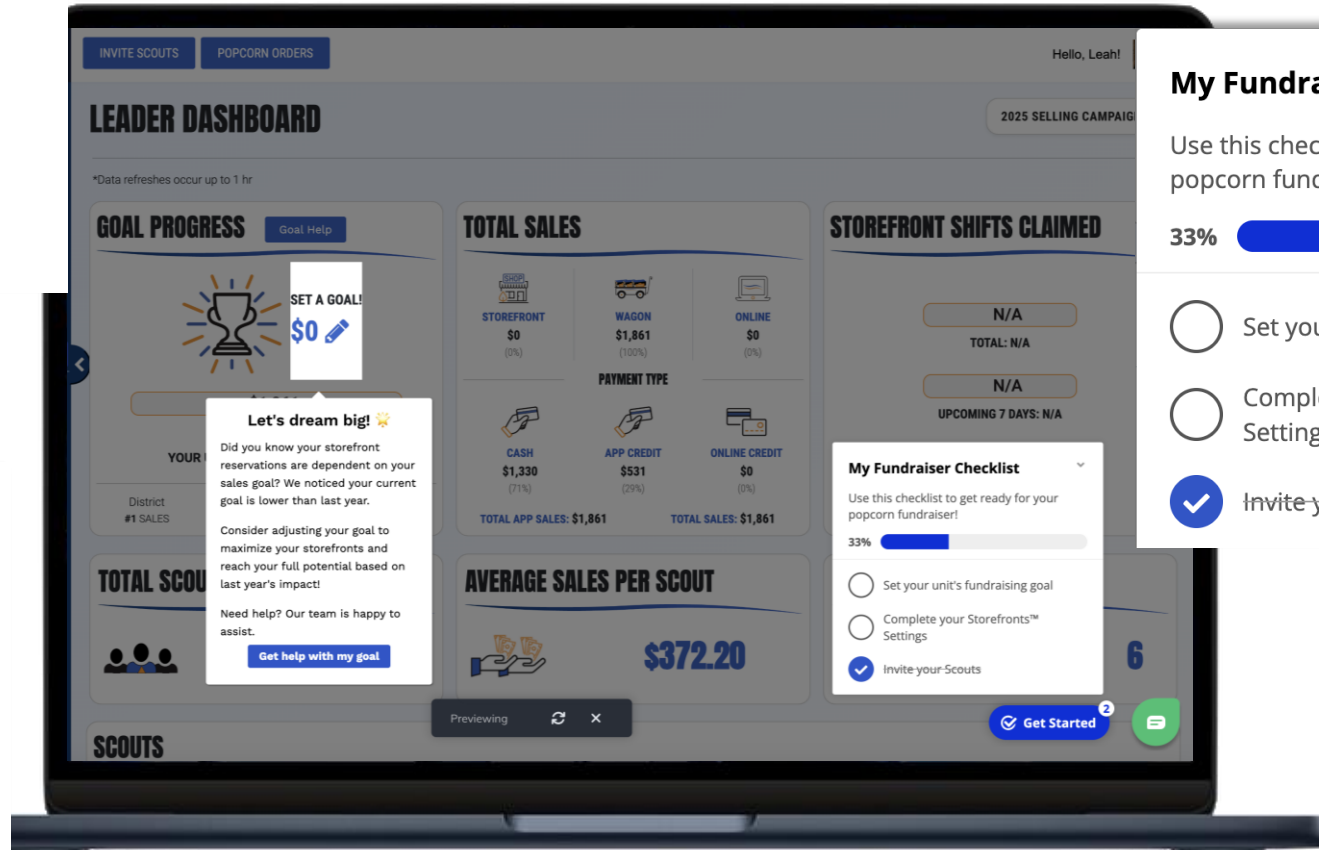
Consider adjusting your goal to maximize your storefronts and reach your full potential based on last year's impact!

Need help? Our team is happy to assist.

[Get help with my goal](#)

Built in Leader Portal GUIDES

Portal.trails-end.com



My Fundraiser Checklist

Use this checklist to get ready for your popcorn fundraiser!

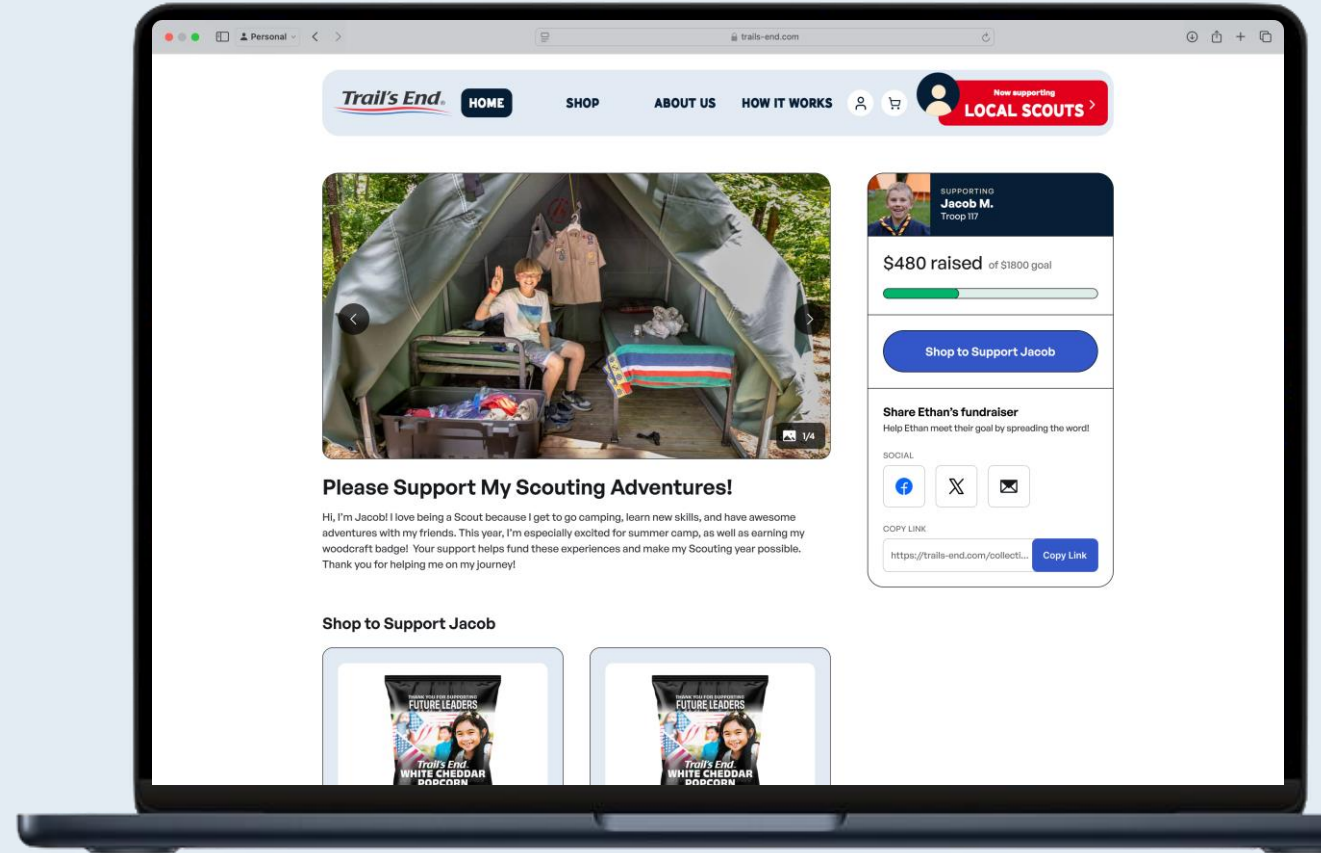
33%

- ☐ Set your unit's fundraising goal
- ☐ Complete your Storefronts™ Settings
- ☒ Invite your Scouts

- 570+ completed
- 1700 units with a goal

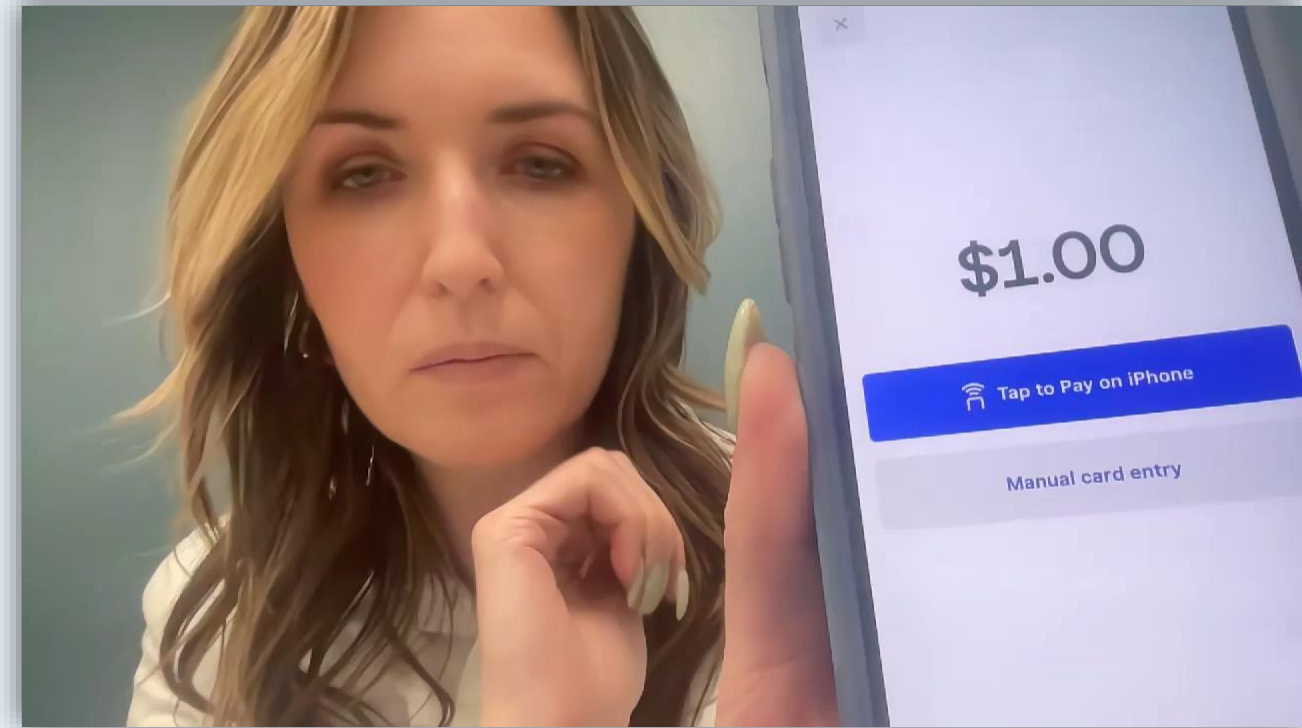
TRAIL'S END ONLINE

- ✓ Redesigned Scout pages that:
 - Emphasize the Scout and their story
 - Allow consumers to share the Scout's pages with their network



TRAIL'S END TECHNOLOGY
TAP TO PAY DEMO

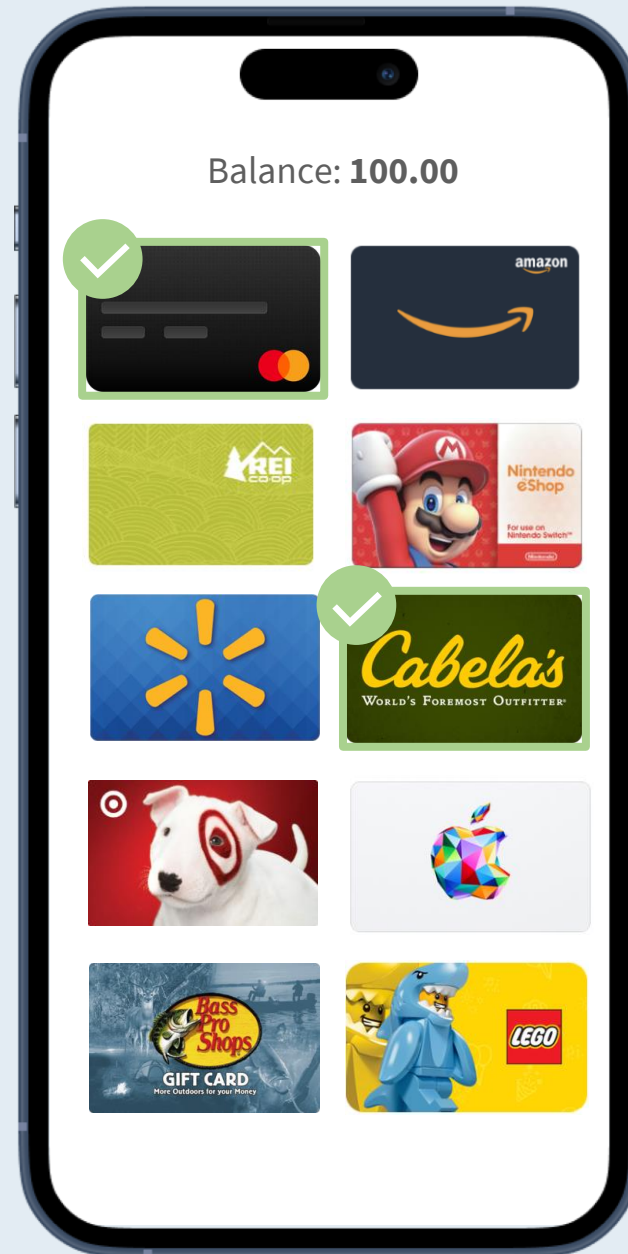
<https://youtu.be/BU67HzVheQU>



TRAIL'S END APP

SCOUT REWARDS

- ✓ 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.
- ✓ Heroes and helpers bonus points! **+5 pts!**



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

Storefront Settings & Reservations

The **BEST SPLIT** method for highest sales per hour is One Scout / One Parent

Default Settings

- Before reserving, set your split method.
- **One Scout and their Parent is the BEST split!**
 - Scouts credited for each sale recorded.
 - Safest and sales won't go down with splits.
 - **Scouts sell \$244 more than other splits.**
 - Units raise \$50 more per hour per Scout.
- Best practice: 2-hour shifts.

Reservations

- Trail's End is reserving the best selling times and storefronts for your Scout families!
- Reserve on Storefront Reservations page
- Best hours will be highlighted



2025 TRAINING & LIVE SUPPORT

Trail's End

Leader Training

Trail's End[®]
Scout Fundraising

Videos

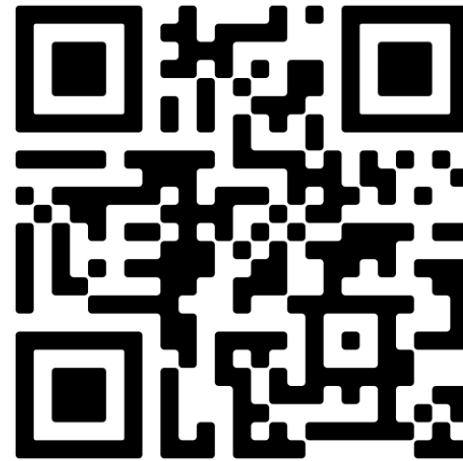
Leader Portal - Training page

Returning Leaders

- What's New?

New Leaders

- Ideal Year of Scouting
- Unit Kickoff & Parent Buy-In
- Leader Portal training
- Storefront Best Practices
- Storefront Reservations & Management
- Managing Inventory



Q&A Webinars

- Please watch the training videos before
- Trail's End experts will stay on and answer every question!

Sale Resources

Leader Portal - Training page

- Leader Guide
- Unit Program Planner
- Scout & Parent Guide
- Banner
- Table Payments Sign
- Scout Pitch



A young boy with light brown hair is climbing a grey rock face. He is wearing a pink long-sleeved shirt, blue pants, and a climbing harness. A red rope is attached to his harness and extends upwards. The background is a blurred view of the rock face and some greenery.

PRODUCTS

Order starting July 22nd
Orders due August 15th 5:00PM

Trail's End

HEROES & HELPERS 2024 IMPACT



300,000+ BAGS

and cartons of Trail's End popcorn were delivered to Active Military, Veterans, Local Food Banks, Fire/Police/EMT, and Homeless Shelters



52,000+ SCOUTS

collected Heroes & Helpers Donations — helping fund their Scouting dreams



\$265,000+ REWARDS

earned by Scouts from Heroes & Helpers donations

- Any \$ donation should be turned in to the heroes and helpers program!
- Scouts earn an additional 0.5 points per donation!

Donation TE Rewards Credits:

- \$1 credit card = 1.75 pts!
- \$1 cash = 1.5 pts!

2025 HEROES & HELPERS



- Powers Popcorn Return Program and Council Inventory



Southwest Florida Council -
Popcorn

Private group · 145 members

Thank you to our Heroes and some of the top Heroes Donations units in the Northern part of Southwest Florida Council! Packs 125, 14, & 338 delivered the council's inventory to local Heroes. This enables the council to accept returns and maintain needed inventory to support the sale. The remaining popcorn and/or funds were distributed Nationally by [Trail's End Popcorn Community](#) to non-profits specializing in supporting our Heroes throughout the world!



2025 Beneficiaries

Manatee County Sheriff's Office
Sarasota Fire Department
Lee County Electric Cooperative
Collier County Veterans Council

2024 Beneficiaries

Manatee County Search & Rescue
US Coast Guard Fort Myers Beach
Sarasota County Sheriff's Office
Collier County Kiwanis

Heroes and Helpers donations are applied to returned inventory and the product is physically delivered by scouts. Beneficiaries may use the product themselves or distribute to their favorite charity or food bank. Heroes & Helpers powers Return day AND gives the Council the ability to carry inventory.

Trail's End®

2025 PRODUCTS

- We only sell popular products & flavors that consumers purchase and enjoy every day.
- Now featuring Scouting America and Scouts in action.
- No artificial colors or flavors.

NEW FOUR
\$20
PRODUCTS*

**DESIGNED TO INCREASE
CONSUMER PURCHASES!**

**SIMPLIFIES SALE FOR
SCOUTS, LEADERS,
AND CONSUMERS!**

OVER
70%
STAYS
LOCAL**

\$20



POPPING CORN

Increased from \$17 to \$20

- All natural, popping kernels
- 28oz

\$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



WHITE CHEDDAR POPCORN

#1 Seller Stays at \$20

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

\$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

\$25



MICROWAVE BUTTER POPCORN

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

Online Best Practices

Trail's End[®]
Scout Fundraising



NOW SUPPORTING
ABIGAIL G.
[Switch scout](#)



Your purchase will help Abigail's goal

Currently raised
\$0

On a goal of
\$2500

EVERY PURCHASE SUPPORTS SCOUTING

Abi is in Pack 210 and loves the outdoors. Camping, hiking, and learning all the new skills taught in Scouts!!! Supporting her by investing in Scouting and receiving a "side of popcorn" would help m... [Read more](#)

MY FAVORITE PRODUCT



**HEROES AND HELPERS
DONATION**

\$5

GIVE YOUR SUPPORT

SCOUTING ACTIVITIES



Customize Page

- Create a description with why you're fundraising and what you're planning for the year.
- Select your favorite product.
- Make the bio page your own!

Share

- Share on social media platforms and send to family and friends
- Create a fun special text or video to make your ask personal
- Encourage Scouts and parents to share throughout the campaign, Online is year-round!

Safe & Easy

- Trail's End ships the product directly to the customer.
- No handling of products or cash for Scouts or Unit.
- As many traditional products and prices as possible.
- Additional products available online.

Placing your unit order



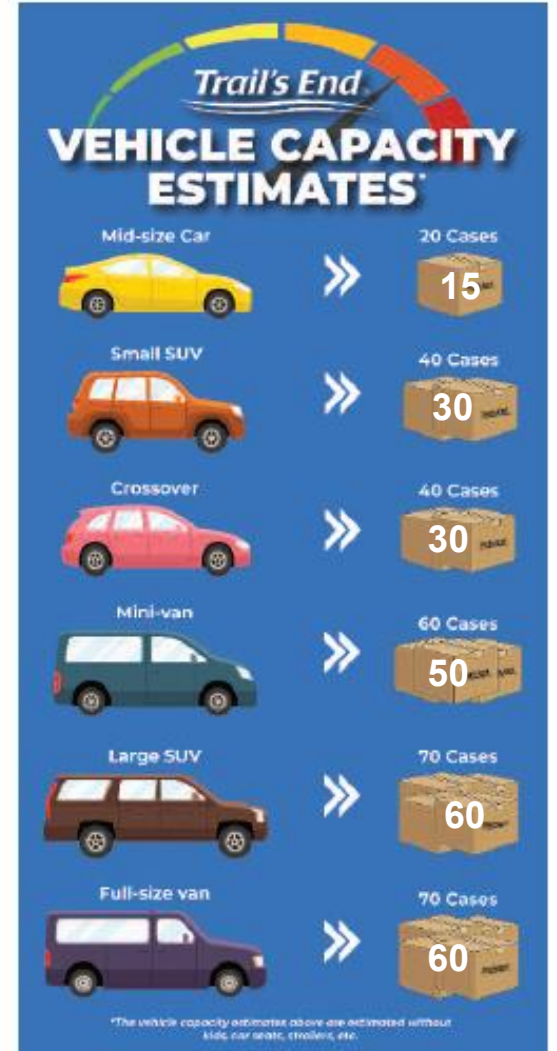
START YOUR FUNDRAISER RIGHT NOW!

PLACING ORDERS

1. Login at www.trails-end.com.
Contact support@trails-end.com if you do not know your username and password.
2. Click the blue "Order Popcorn" button at the top of the dashboard once you login to the leader portal.
3. Ordering will only be available after Council enters the delivery site and opens ordering.
4. Click "Choose Delivery"
5. Enter quantities for each type in the Adjustment column or use "Auto Populate" button up top left to put in total \$ amount of order and it will divide out the order based on Council history
6. Click SUBMIT.
7. You will receive an email confirmation once Council approves the order.
8. Pick up Popcorn from Midwest Foodbank 5601 Division Dr, Fort Myers, FL 33905

Recommendation: \$100/manned storefront hour reserved.

Required: Must order popcorn to keep storefront hours.



TRAIL'S END REWARDS



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Trail's End Rewards

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 AND HELPERS™

	Points* (per \$1 sold)
Heroes and Helpers	
App Credit & Online	1.75 (credit & online) / 1.5 (cash)
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 Storefront cash converted are split among Scouts working the store that day.	

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

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

8	2,500	\$100
7	2,000	\$70
6	1,750	\$60
5	1,500	\$50
4	1,250	\$40

Council Prize Program – \$1,300 NEW Top Seller Day *Trail's End*



New for 2025!

A Day with the FGCU Eagles!!!

Saturday, January 10th
10:30 AM Arrival

AZUL Photos

Top Seller – Courtside Seats
Top Unit – Anthem Buddies!

Medals for all

Awards Program

Cookout Lunch by Bubba's
Roadhouse!

Registration Deadline 12/10/2025
Monitored eMail & cell phone recommended

New \$1,650+ Offering - Feld Entertainment!

Trail's End



New for 2025!
\$1,650+ Sellers

Feld Entertainment Choices

Receive a Ticketmaster Code for
Four (4) Seats

Decide which event fits your family!

All Feld Ticketmaster# events in Florida

A Southwest Florida Company!

Use for any event during 2026
Pick your event, location, date, & time!



#Subject to availability. Ticket terms apply. Excludes any event at Amerant Bank Arena in Sunrise, FL & loanDepot Park in Miami (non-Ticketmaster locations)

Order Deadline 12/10/2025
Monitored eMail & cell phone recommended

2025 SOUTHWEST FLORIDA COUNCIL POPCORN PRIZE PROGRAM*

*Earn Patches



Sell \$250+
Heroes and Helpers



Sell \$200



Sell \$1,300

*\$1,300 "Top Seller" Day

A Day with FGCU Basketball!

Saturday, January 10, 2026
10:30 a.m.

- ◆ Special day for top sellers and their household family members[^]
- ◆ Bounce House fun!
- ◆ Cookout Lunch for your family provided
- ◆ Drawings for FGCU Athletic Gear & photos with AZUL the Eagle!
- ◆ Council Top Seller: 2 special seats for the Scout and a family member.
- ◆ Council Top Selling Unit: Scouts serve as Anthem Buddies.
- ◆ Council 2nd & 3rd Unit: High Five Line!
- ◆ SPECIAL DRAWINGS FOR THOSE ATTENDING TOP SELLER DAY:
 - ◇ Drawing: One (1) family will be FGCU "family of the game"
 - ◇ Two drawings for a **Nintendo Switch, Mini Drone, or e-Scooter!**
 - ◇ +\$2,000 in sales entered into one drawing of a choice between a **Nintendo Switch 2, VR Headset, Upgraded Drone, or iPad.**

*SWFL Council Top Seller Prizes

- ◆ Top Seller in each District wins a \$300 gift card
- ◆ Top Seller in Council wins \$500 gift card
- ◆ 2nd Top Seller in Council wins \$300 gift card
- ◆ 3rd Top Seller in Council wins \$200 gift card
- ◆ Top Council American Heroes Program Seller wins a \$200 gift card
- ◆ All attendees receive a special recognition medal

ALL \$1,650+ LEVEL SELLERS

Receive 4 tickets to

New Options from Feld Entertainment!



Any Florida Show on Ticketmaster#1/1/2026 - 12/31/2026.

OR

Receive 2 tickets to



Parks only valid for visits 1/5/2026 - 5/30/2026.

* All sales must be entered by Scout or Parent in the Trails-End App to qualify for Trail's End Rewards and Southwest Florida Council prize program. Sales counted 6/1/2025—11/4/2025

[^] Household family members are immediate relatives living in the same home. Friends and extended family can purchase game only tickets through FGCU. No substitutions, rain checks, exchanges, gifting.

Subject to availability. Ticket terms apply. Excludes any event at Amerant Bank Arena in Sunrise, FL & loanDepot Park in Miami, FL (non-Ticketmaster locations)

- Top Seller & Feld/Theme Park Tickets deadline 12/10/2025
- Sales are tallied 6/1 to 11/4/2025 11:59 PM

2025 SWFL Council Bonus Commissions *Trail's End*

30% ONLINE Commission

28% BASE PHYSICAL PRODUCT COMMISSION

EARN UP TO 5% ADDITIONAL COMMISSION ON INVENTORY:

1. Attend District Popcorn Training + 2% Commission
 - Must be registered leader or parent of youth in the unit.
2. Combined sales exceed \$5,000 + 2% Commission
3. Pay invoice on time (if applicable) +1%

Take Order / Online Sales Blitz! Aug. 1 - 25th

Trail's End
Scout Fundraising

Log your orders in the app August 1st to August 25th BEFORE you receive product – ONLINE OR TAKE ORDER

\$1,000



Scout Essentials Package



OR



Pre-Sewn Uniform Shirt

\$500

Shooting Sports Day

(Scout's household family)

Cub Scouts

- BB
- Archery

Scouts & Venturers

- .22 Rifle
- Archery
- Shotguns



Price Sanders Scout Reservation
October 18th

Cub Scouts: 9:00AM – 12:00PM

Scouts BSA: 1:00PM – 4:00PM
Venturers

A group of people are hiking on a trail. In the foreground, a person wearing a yellow and black striped shirt and a backpack is using a black trekking pole. They are surrounded by green foliage. Other hikers are visible in the background, including a woman with long dark hair and a child in a plaid shirt.

2025 SALE Dates!

Trail's End

Ordering & Return Dates



Event	Date/Time	Event	Date/Time	Location
August Sales Blitz – August 1st – 25th \$500 Shooting Sports Day \$1,000 Choice of Pre-Sewn Scout Shirt or Essentials				
1 st Order Due	Friday, August 15 th 5:00 pm	1st Order Pick-Up	Friday, August 29 th 5 – 7 pm Saturday, August 30 th 8 - 11 am	Midwest Foodbank 5601 Division Drive Fort Myers, FL 33905
2 nd Order Due	Tuesday, September 9 th 5:00 pm	2 nd Order Pick-Up	Saturday, September 13 th 8 - 11 am	SWFL Council Office
3 rd Order Due	Tuesday, September 23 rd 5:00 pm	3 rd Order Pick-Up	Thursday, September 25 th 9 am - 1 pm	SWFL Council Office
4 th Order Due	Tuesday, October 7 th 5:00 pm	4 th Order Pick-Up	Saturday, October 9 th 9 am - 1 pm	SWFL Council Office
Popcorn Return - Cases	Tuesday, October 14 th 5:00 pm	Pre-approved only	Saturday, October 18 th 8 am - 10 am	SWFL Council Office
5 th Final Order Due	Tuesday, October 21 st 5:00 pm	5 th Final Order Pick-Up	Saturday, November 1 st 9 am - 1 pm	SWFL Council Office
Council Prizes End	Tuesday, November 4 th 11:59 pm			
Popcorn Payment Due	Wednesday, November 19 th			

1st Order Pickup

Trail's End

Popcorn Logistics Sponsor



Midwest
FOOD BANK®

Friday, August 29th 5:00PM to 7:00PM

- 10 volunteers required at 4:00PM

Saturday, August 30th 8:00AM to 11:00AM

- 10 volunteers required at 7:00AM

Orders not picked up are automatically cancelled.

Council Support Contact Info



COUNCIL KERNEL

Tracy Hoffman

ALLIGATOR

Christianne Arthur
(239)289-8175

Carthur@johnrwood.com

PANTHER

Gina Fishtorn
(239) 980-1021

GinaFishtorn@gmail.com

MANATEE

Gabe Cole
(941) 302-4505

GabeCole973@yahoo.com

TWO RIVERS

Michelle Bischofberger
(941) 504-1980

mabellefsu@yahoo.com

facebook

swfcpopcorn



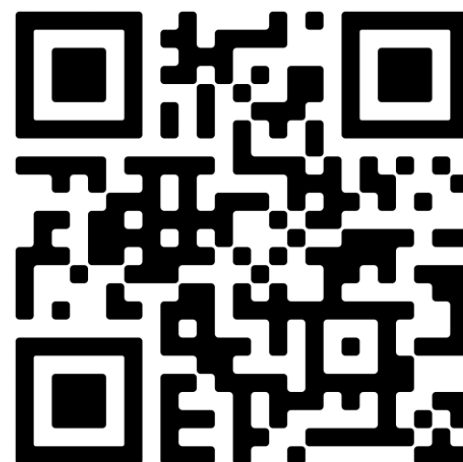
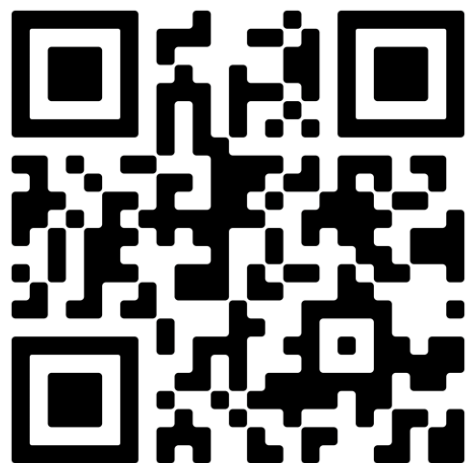
www.swflcouncilbsa.org

Support

Trail's End[®]
Scout Fundraising

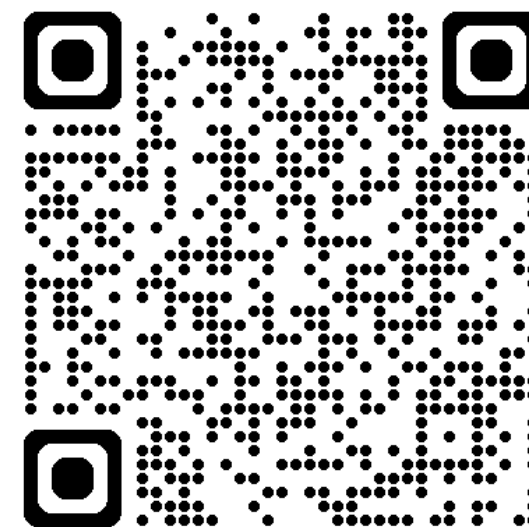
Trail's End Support

Visit our 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.



Keys to important dates

1. **Backdate your important Dates**
 - **Publish on sale sheets & handout**
2. **Take advantage of Trail's End Trainings and Webinars**
3. **Set up unit Trails-end.com account & book storefronts**
4. **Set goals**
5. **Have an exciting Kickoff**
6. **Talk about popcorn at every meeting**
7. **Enhance with your own (inexpensive) prizes**
8. **Ensure 100% app usage**
9. **Reach out early for help**
10. **Get those app & accounts set up by parents!!!**
11. **WE ARE HERE FOR YOUR SUCCESS!!!!**

A background image showing several children in a forest setting, looking down at something on the ground. The image is dimmed to allow text to be read.

HAVE QUESTIONS? GET ANSWERS.

[HTTPS://SUPPORT.TRAILS-END.COM/](https://support.trails-end.com/)

Visit the Support Portal of FAQs at support.trails-end.com

Get peer support 24/7 in the Trail's End Popcorn Community Group
www.facebook.com/groups/TEPopcornCommunity

Search YouTube: "Trail's End Popcorn"

Trail's End



How to Videos: <https://www.youtube.com/@trailsendpopcorn203>



THANK YOU

Trail's End