SOUTHWEST FLORIDA COUNCIL

2025 POPCORN SALE

70% back to local Scouting!*

MICROWAVE BUTTER POPCORN

$25



SALTED CARAMEL CORN

$20



FAVORITE FLAVOR!

WHITE CHEDDAR POPCORN

$20



POPPING CORN JAR

$20



SWEET & SALTY KETTLE CORN

$20



Additional Ship Online Direct to Home products available.

trails-end.com/store

Scout Code: _____

Product images are for illustration purposes only. Actual product shape and color may vary. Products, pricing, and specifications subject to availability and change without notice.

Trail's End®



HEROES & HELPERS PROGRAM

SHOW YOUR SUPPORT WITH A DONATION !

Your donation supports local kids and delivers tasty treats to troops at-home or overseas, veterans, first responders, local food banks, and charitable organizations nationwide!

Donation Levels

$50

$30

Custom amount

2025 Beneficiaries

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

Visit trails-end.com/terms for details.

ALLERGEN AND NUTRITIONAL FACTS

Scan the QR code to see the allergen and nutritional details.

trails-end.com/nutrition

FIND OUT ABOUT SCOUTS!

www.BeAScout.org

70% back to local Scouting!*

*Amount back to local Scouting is calculated based on the Trail's End Return to Youth Organizations, see trails-end.com/terms for more details.

All payment types accepted!

- Secured by Square - Credit Card Payment
- Check payable to Unit _____
- Cash

Square | VISA | MasterCard | AMERICAN EXPRESS | DISCOVER

PREFERRED PAYMENTS

Credit Cards Pay G Pay Cash App Pay

2025 Heroes Beneficiaries

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

	NAME	STREET /EMAIL ADDRESS /PHONE NUMBER	Heroes & Helpers Donations $50	Heroes & Helpers Donations $30	Heroes & Helpers Donations $ CUSTOM AMOUNT	Microwave Butter $25	Salted Caramel Corn $20	White Cheddar Popcorn $20	Popping Corn Jar $20	Sweet & Salty Kettle Corn $20	ORDER NUMBER	AMOUNT DUE	REC'D APP ✓	DLVR ✓	PAID ✓
1											1				
2											2				
3											3				
4											4				
5											5				
6											6				
7											7				
8											8				
9											9				
10											10				
11											11				
12											12				
13											13				
14											14				
15											15				

GRAND TOTAL $ _____ (add lines 1-15 and enter here)

GET IT ON Google Play

Download on the App Store

Fast! Easy! Secure! Selling through the app!

Heroes & Helpers (NEW): Turn 1pt into 1.75pts (Credit/Online) or 1.5pts (Cash) H&H Sales!

1.25 pts Per $1 Sold App Credit/Online/Cash to Credit™

Trail's End pays all transactions fees.

Name _____ Unit____ Leader Name_____ Contact Info _____ Our Goal_____ My Goal _____

2025 SOUTHWEST FLORIDA COUNCIL POPCORN PRIZE PROGRAM*

Scouting America

DAY WITH THE EAGLES!

SATURDAY JAN 10TH





*$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.

*Earn Patches

Sell $200

Sell $250+
Heroes and Helpers

Sell $1,300

*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 or gifting.

Subject to availability. Ticket terms apply. Excludes any event at Amerant Bank Arena in Sunrise, FL & LoanDepot Park in Miami, FL (not a Ticketmaster locations)

Trail's End®

2025 SCOUT REWARDS

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 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 Storefront cash converted are split among Scouts working the store that day.

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

Choose the prizes you want by recording sales in the Trail's End App and collecting points towards eGift Cards and Prepaid Cards

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! EASIER! Download the Trail's End App today

Trail's End Distributed Rewards earned in 2025 must be claimed by June 30, 2026.

**Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms. The merchants represented are not sponsors of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates and do not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older). Virtual Prepaid Mastercard is issued by Pathward®, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. No cash access or recurring payments. Can only be used in the U.S. where Debit Mastercard is accepted online, for phone/mail orders or in stores that accept mobile wallet. Card valid for up to 6 months; unused funds will forfeit after the valid thru date. Terms and conditions apply.*

Trail's End®

2025 SCOUT & PARENT GUIDE

PREP

Trail's End App

New Scouts: download & register
- Use your zip code or Trail's End Unit Code _____
- Families can use the same email for multiple accounts, but each Scout needs their own account

Returning Scouts: download or update, and use your 2024 username
Families: login to all Scout accounts and easily switch accounts by tapping the arrows at the top of the app dashboard

https://qrco.de/trails-end

Explore the App

- Set your goal on the dashboard
- Customize your online fundraising page
- Sign-up for storefront shifts
  - View site instructions for store / setup details
- Watch storefront videos on Training page

Practice Your Sales Pitch

"Hi, my name is _____ (first name only!) and I'm earning my way to _____ (goal for your funds)! Can I count on your support?

My favorite flavor is _____ (pick one!). If you don't have cash, don't worry, we prefer credit card!"

Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. If you cannot remember your sales pitch, say, "Will you help me go to Camp?" Even if the customer says no, always say, "Thank you" and "Have a good day."

Sales Tips

- Follow the Guide to Safe Scouting at all times
- Make a list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your field uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support

https://www.facebook.com/groups/TEScoutParents

Storefronts™

- Thank store managers & employees for supporting Scouting!
- Setup table near exit door, or where specified by store
- Enhance the shoppers' experience; do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Leave No Trace!

My Leader: _____

Phone / Emai: _____

For more information, visit our FAQs →

https://support.trails-end.com

SELL

Best Practices

- Record all sales in app, including donations
- Heroes and Helpers™: your customers can send products to military troops, first responders & food banks, while still supporting you!
- Follow-up with online customers who have not supported
- Set goal in the app & track your progress

Sales Methods

- Storefronts: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text; products will be ship to them.
- Scout Sales: sell to family & friends in person

Rewards

Choose the prizes you want by recording sales in the Trail's End App and collecting points towards eGift Cards!
- New eGift Cards*: Amazon, Target, Walmart, Prepaid Mastercard®, and more!
- Heroes and Helpers: 1.75 pts (credit & online), 1.5 pts (cash)
- Credit & Online: 1.25 pts
- Cash: 1 pt
  - Each sale only accrues points in the applicable category above in which it will earn the most points
- Cash to Credit™: receive additional 0.25 points for every cash dollar converted to credit
  - Points for Storefront cash converted are split among Scouts working the store that day
- Scan QR code flyer to view storefront & online bonuses!

https://wh-wf-training.s3.amazonaws.com/2025%20Scout%20Rewards.pdf

Trail's End App - Credit Sales

Faster, safer, higher sales, & Trail's End pays all fees!
- NEW Tap-to-Pay: accept payments via contactless cards and smartphones - no hardware needed
- Square Bluetooth & magstripe readers are compatible
- Scouts can type cards manually or share orders with customers to checkout on their device

WRAP UP

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank customers
- Claim Rewards
- Choose the prizes you want with your eGift Card

Enjoy your Scouting year!

*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms. Identifying marks attached are trademarks of and owned by each represented company and/or its affiliates. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older).

SCOUT PITCH

"Hi, my name is _____, I am a Scout with _____.
(first name only!)

I'm selling popcorn to earn funds to help my unit with earning our way to adventures. I will be _____
(goal for your funds)
and _____ to name a few.
(goal for your funds)

Can I count on your support?

Great! My favorite flavor is _____.
(pick one!)

Which flavors would you like to take today?

We take cash and prefer credit card!"

Remember:

NEVER, NEVER, NEVER ask customers to buy popcorn.
It's to support You!

If you cannot remember your sales pitch, say,
"Will you help me go to Camp?"

Even if the customer says no, always say,
"Thank you" and "Have a good day."





Trail's End®