

SOUTHWEST FLORIDA COUNCIL 2026 UNIT LEADER TRAINING



Trail's End®

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WHY TRAIL'S END

Trail's End[®]

TRAIL'S END EXISTS TO MAKE SCOUTING POSSIBLE FOR EVERY CHILD

- You get convenient **Storefront hours with \$300/hour potential** for your Unit
- We pay all credit card fees
- Your Scouts get Rewards that motivate them to do their best
- You can manage the entire sale from your phone

Most important: we help Scouts build their confidence and level up their leadership skills.

WHAT'S NEW!

RUN THE SALE— FROM YOUR PHONE.

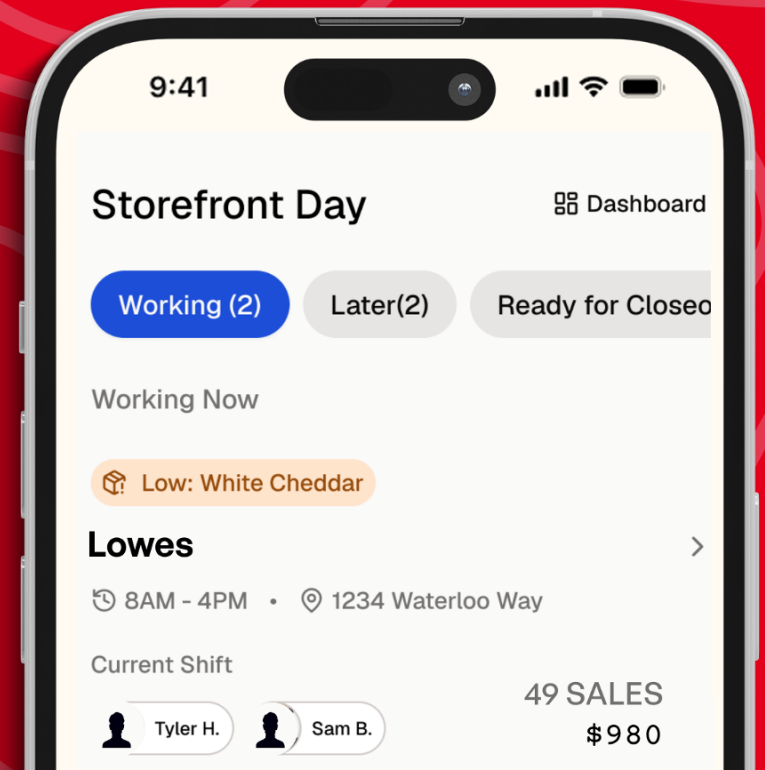
The new *Trail's End*[®] **LEADER PORTAL**

- Simplified, easy-to-use platform
- Faster loading and responsive
- Significant Storefronts enhancements*

*Certain features to be rolled out over the next 30-60 days



Launching
JUNE 3



SET GOALS

Trail's End[®]

- Build your Unit's Adventure Plan inside Portal
- Share your Unit calendar and budget with parents
- Scouts download the App and set their goals

“

**BELIEVE YOU CAN AND
YOU'RE HALFWAY THERE.**

- Teddy Roosevelt

EXCITE YOUR FAMILIES – UNIT KICKOFF

- **SET THE DATE – POPCORN KICKOFF**
- **SET THE AGENDA – INCLUDE “DOLLAR STORE” PRIZES**
- **UTILIZE TRAIL’S END REWARDS AND COUNCIL FLYERS**
- **FEATURE SUCCESSFUL SCOUTS AND MAKE IT EXCITING!**
- **...EXPLAIN WHY**



Popcorn Kickoff

Join Pack 373 for this exciting event! Parents will learn the ins and outs of the Pack while Cubs play fun popcorn themed games and learn about participating in the biggest fundraiser of the year - POPCORN!

EXPLAIN WHY TO YOUR FAMILIES

Trail's End®

Boost Scout participation by sharing:

- Calendar & budget with parents
- Rewards and incentives with Scouts
- Unit & Scout goals to EVERYONE

Communicate throughout the sale to keep momentum!

Pack 62 Calendar

JULY

21 Popcorn Kickoff @
Launch Trampoline Park

AUGUST

3 Popcorn Sale Starts
24 Back to Pack:

SEPTEMBER

2 Chattanooga Trip Signup
14 Tiger/Lion Fun Day

OCTOBER

5 Webelos Workshop
Cub Adventure D
16 Pack Meeting: W
18-20 Fall Family C
19 Jamboree on the
26 AOL Advance A

JANUARY

11 Stars & Strikes P
15 Pack Meeting:
Jedi Training/Fit
17 Cub Scout Lock-
25 Spin to Win Part

APRIL

11-13 Scout Show
16 Pack Meeting:
Bear Carnival
25-27 Spring Famil
Camping

• See Den Leader

**Fall
Pack 62 Outing**



**Explore
CHATTANOOGA
With us**

 **Ruby Falls**
Journey deep inside historic Lookout Mountain to see the tallest underground cave waterfall open to the public in the United States!

 **Rock City**
View massive ancient rock formations, gardens with over 400 native plant species, and breathtaking "See Seven States"

SAT. 11/2/24

STOREFRONTS

- View "Reserve Storefronts" for available hours
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" split to achieve your goals faster
- Pre-assigned hours: 2025 Sales
\$30k+ (100%) | \$10k - \$30k (50%) | New Units up to 25 hours

TRAIL'S END® STOREFRONTS:
UNITS & SCOUTS SELL 7X MORE

Trail's End secures **convenient hours and locations** for your Unit and Scouts on dates you can sell.



Last year, thousands of Scouts sold
\$300+/hour over **27,000+** Storefront
hours.

THROUGHOUT THE SALE

- Have Scouts use the Trail's End App
- Order and track inventory in the Portal
- Motivate your Scouts with Rewards

DOWNLOAD REWARDS FLYER



Trail's End REWARDS®

EARN 4X WITH CREDIT

4 POINTS PER \$1 CREDIT & ONLINE SALES

1 POINT PER \$1
CASH SALES

+3 BONUS POINTS PER \$1 FOR
CASH TO CREDIT™

CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

Pick one or more:
Amazon® eGift Card, Prepaid
Mastercard®, and others!



WHY IS CREDIT IMPORTANT

72% of U.S. retail is credit — yet Scouts are only 51% credit from consumers. That's a missed opportunity, because **consumers spend 14% more with credit — helping Scouts hit goals 14% faster.**

Plus, not handling cash is safer for

PLUS

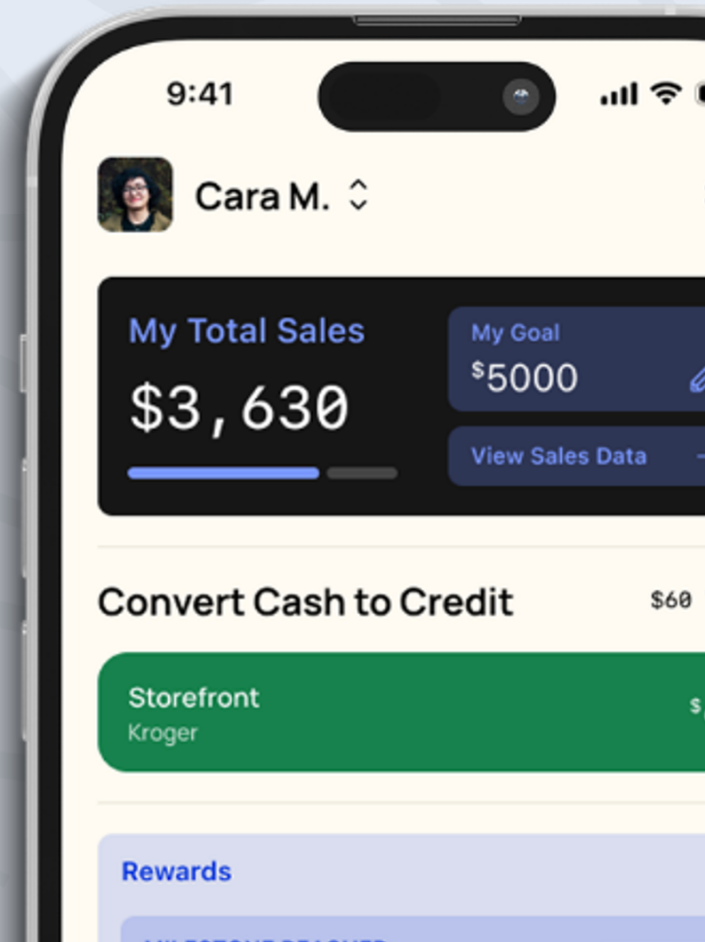
1 bonus point per \$1 for Heroes And Helpers®
Earn **ADDITIONAL** bonus points for achieving
sales levels below

Scouts:

- Sign-up for Storefronts and get trained
- Personalize and share their online pages
- Claim Trail's End Rewards throughout the sale

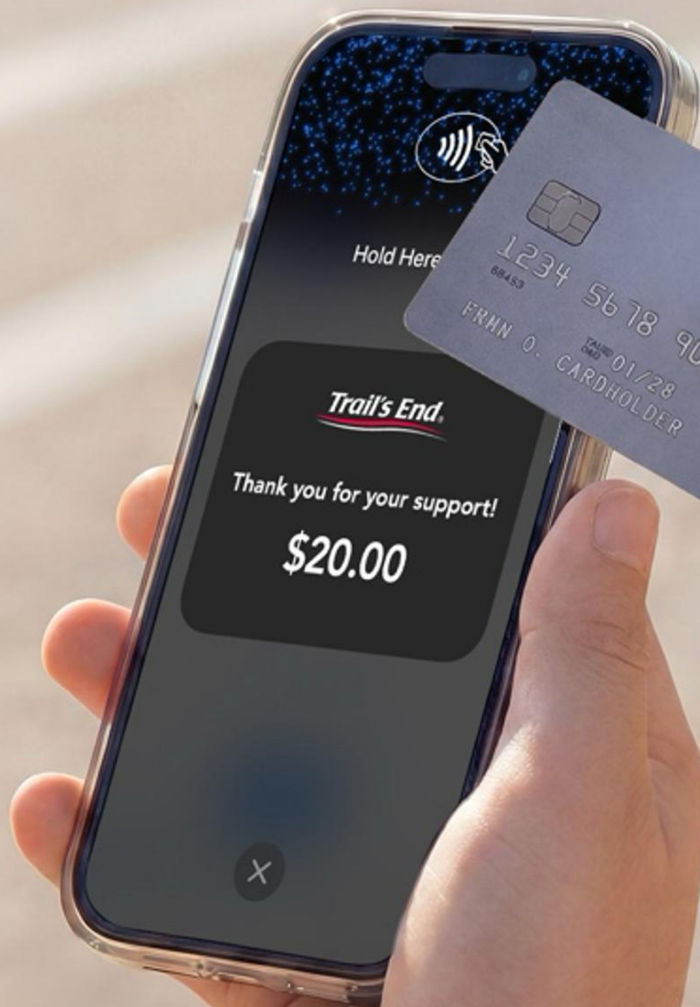
Parents:

- Quickly convert any cash at the end of every shift
- Rewards for Cash to Credit will be applied to shift cash sales according to Unit's split method



GO CASHLESS

Trail's End[®]



Encouraging credit card and tap-to-pay transactions makes it **faster, easier, and safer** for everyone . . . AND Scouts earn 4x more Rewards with credit!

When the Sale Ends

- Submit Scout Rewards
- Request your Unit Payout
- Celebrate and enjoy your Scouting year!



**AND NOW
BACK TO
SCOUTING.**

NEED HELP?



Support and FAQs

support.trails-end.com



Meet *Fin* - Trail's End's new Chatbot

Get live answers in the Portal!



Join Our Leader Community

fb.com/groups/TEPopcornCommunity

TAKE ME TO SUPPORT



- ✓ **SIGN IN.**
- ✓ **HIT YOUR GOAL.**
- ✓ **GET ON WITH SCOUTING.**

Trail's End®

**TAKE ME TO
THE LEADER
PORTAL**





Scouting America™

Southwest Florida Council

“Help Scouting units reach their income target in the shortest time possible.”

Why Popcorn? 2027 Unit Recognition

2027 “HONOR” UNIT FREE UNIT COUNCIL CAMPING RECOGNITION

2027 FAMILY F.O.S. 2027 Camp Card & 2026 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.**

2025 Successes

Trail's End[®]
Scout Fundraising

Two Rivers Troop - \$0 to \$17,245 = \$5,690 profit!

Two Rivers Pack - \$0 to \$9,677 = \$3,193 profit!

Manatee Troop - \$0 to \$5,467 = \$1,804 profit!

2025 Successes (con't)

If a 20 scout Cub Scout Pack has 12 sellers at the \$897 average = **\$3,552 in profit PLUS Prizes!**

If a 20 Scout Troop has 12 sellers at the \$1,217 average = **\$4,819 in profit PLUS Prizes!**

2025 Successes - Scout (con't)

Scout Payoff Value

Sales	\$3,654
SF Hours Worked	18.5
Wagon Hrs Worked	1
Total Hrs worked	19.5

Commission	\$1,213	cash
TE Reward Gift Card	\$276	cash
Troop Gift Cards	\$10	cash
Council Prizes	\$398	experiences & patches

Value: \$1,897

Ca\$h value per Hr. \$76.88 /hr.

Total Value per Hr. \$97.26 /hr.

Council Goals

Trail's End[®]
Scout Fundraising

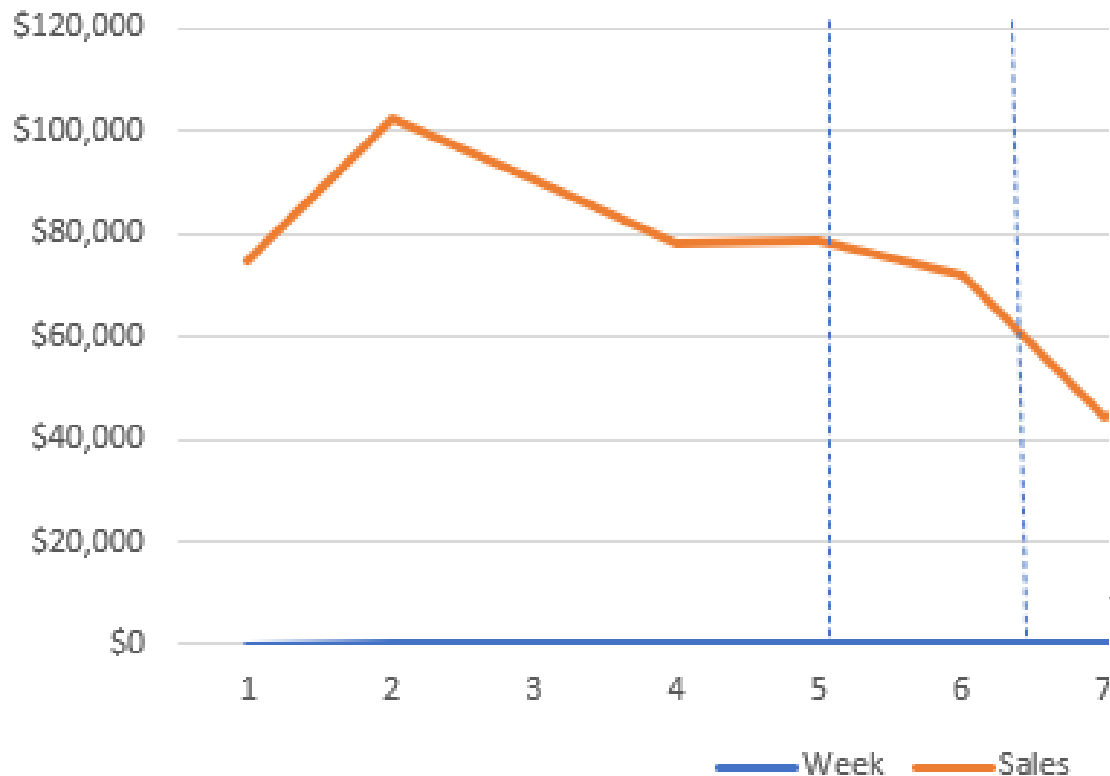
Focused on the **MOST IMPORTANT ~~THINGS~~ PEOPLE**

\$350,000 Unit Commissions

\$115,000 Scout Prizes/Rewards

2026 Important Topics

Get your salesforce selling on Saturday, August 29



Do not sit your sales FORCE

“We haven’t met yet.”

recruitment isn’t complete.”

2026 Important Topics

- Trail's End booked storefronts are automatically assigned! (Must have completed onboarding)
- Join Southwest Florida Council – Popcorn Facebook!
- Top Seller Day will be at FGCU again!
- Feld Entertainment is a committed ongoing Prize Partner!
- Council Continues to Carry Popcorn Inventory because of the Heroes program.
- 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.*

Unit Program Notice:

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

2026 Sale Materials

SOUTHWEST FLORIDA COUNCIL 2026 POPCORN SALE

70% BACK TO LOCAL SCOUTING!*

MICROWAVE BUTTER POPCORN \$25	SALTED CARAMEL CORN \$20	FAVORITE FLAVOR! WHITE CHEDDAR POPCORN \$20
SEA SALT POPCORN \$20	SWEET & SALTY KETTLE CORN \$20	

Additional Ship Online Direct to Home products available.

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

Donation Levels	2026 Beneficiaries
\$50	*American Legion Post 24
\$30	*SRQ Vets
Custom amount	*Fort Myers Police Dept.
	*Greater Naples Fire Rescue District

Visit trailsend.com/terms for details.

FIND OUT ABOUT SCOUTS!
www.BeaScout.org

ALLERGEN AND NUTRITIONAL FACTS
Scan the QR code to see the allergen and nutritional details.

2026 SOUTHWEST FLORIDA COUNCIL POPCORN PRIZE PROGRAM*

Scouting America DAY WITH THE EAGLES! SATURDAY JAN 23RD

FLORIDA GULF COAST UNIVERSITY

***\$1,300 "Top Seller" Day**
A Day with FGCU Basketball! Saturday, January 23, 2027 2:00PM game start

- Special day for top sellers and their household family members!
- Lunch for your family provided
- Drawings for FGCU Athletic Gear and photos with AZUL the Eagle!
- Council Top Seller: 2 special seats for the Scout and a family member.
- Council 2nd & 3rd Unit: High Five Line!
- All attendees receive a special recognition patch and medal.
- SPECIAL DRAWINGS FOR THOSE ATTENDING TOP SELLER DAY:
 - Two drawings for a Nintendo Switch or Mini Drone or Backpacking Kit!
 - \$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 \$500 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 \$1,650+ LEVEL SELLERS Receive 4 tickets to Options from Feld Entertainment!

Any Florida Scout on Ticketmaster 1/1/2027 - 12/31/2027.

***Earn Special Edition 250th Anniversary Patches!**

- Sell \$200 - Achiever Patch
- Sell \$1,300 - Top Seller Patch
- Heroes and Helpers Special Edition Shoulder Patch Sell \$250+ in Heroes & Helpers

* All sales must be entered by Scout or Parent in the Trail's End App to qualify for Trail's End Rewards and Southwest Florida Council prize program. Sales counted 1/1/2026 - 12/31/2026.
* Household family members are immediate relatives living in the same home. Friends and extended family can purchase game-only tickets through Ticketmaster locations.
* 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 (non-Ticketmaster locations).
* Parks only valid for visits 1/5/2027 - 5/30/2027.

Trail's End. 2026 Parent Guide

SCOUT PITCH

Hi, my name is _____ I am a Scout with _____
I'm selling popcorn to earn funds to help my unit with earning our way to adventures. I will be _____ to name a few. _____
Can I count on your support?
Great! My favorite flavor is _____
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. REWARDS

Scouts earn eGift Cards (Amazon, Target, etc.) and choose the prizes they want! With 100% credit sales, Scouts claim when ready! [View 2026 Rewards](#)

Trail's End. STOREFRONTS:

FUND YOUR YEAR IN A WEEK-END
Trail's End storefronts are open for a week-end. Last year, thousands of Scouts sold \$200+ worth over 25,000+ storefront hours.

Trail's End. GO OASHLESS!

Ask customers to pay with credit! Tap-to-pay transactions make it faster, easier, and safer for everyone.

Heroes & Helpers Popcorn Program

Bradenton American Legion Post 24
Sarasota SRQ Vets
Fort Myers Police Department
Greater Naples Fire Rescue

Heroes & Helpers popcorn is delivered across the local area, United States, and the world to our American Heroes & Helpers. Scouts get credit for the donations received and donors can rest assured their funds go towards multiple charitable causes. Our Scouts and Heroes THANK YOU for your donation!

2026 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!



2026 Beneficiaries

American Legion Post 24

Sarasota SRQ Vets

Fort Myers Police Department

Greater Naples Fire Rescue District

2025 Beneficiaries

Manatee County Sheriff's Office

Sarasota Fire Department

Lee County Electric Cooperative

Collier County Veterans Council

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.

2026 Commission Structure

30% ONLINE COMMISSION

29% BASE STOREFRONT / PERSONAL COMMISSION

EARN UP TO 4% ADDITIONAL COMMISSION ON INVENTORY:

1. Attend District Popcorn Training + 2% Commission

- Must be registered leader or parent of youth in the unit.

2. Sales exceed \$5,000 + 2% Commission

Header Take Order / Online Sales Blitz! Aug. 7 - 20th

Trail's End[®]

Scout

Log your orders in the app August 7 to August 20 - BEFORE you receive product – ONLINE OR TAKE ORDER
Order must be picked up by September 15th.

\$1,000



Scout Essentials Package



OR



Pre-Sewn Uniform Shirt

\$500



Choice of Scout Shop Items

- Official Wide Brim Hat
- 250th Celebration Insulated Water Bottle
- Official Scouting Nalgene Bottle
- Cub Scout Knife
- Scouting America Knife

Ordering & Return Dates

Event	Date/Time	Event	Date/Time	Location
August Sales Blitz – August 7 th – 20 th				
1 st Order Due	Friday, August 14 th 5:00 pm	1 st Order Pick-Up	Friday, August 28 th 5 – 7 pm Saturday, August 29 th 8 - 11 am	Midwest Foodbank 5601 Division Drive Fort Myers, FL 33905
2 nd Order Due	Tuesday, September 8 th 5:00 pm	2 nd Order Pick-Up	Saturday, September 12 th 8 - 11 am	SWFL Council Office
3 rd Order Due	Tuesday, September 22 nd 5:00 pm	3 rd Order Pick-Up	Thursday, September 24 th 9 am - 1 pm	SWFL Council Office
4 th Order Due	Tuesday, October 6 th 5:00 pm	4 th Order Pick-Up	Thursday, October 8 th 9 am - 1 pm	SWFL Council Office
Return Request Entered – Cases Only	Tuesday, October 13 th 5:00 pm	Pre-approved Returns Only	Saturday, October 17 th 8 am - 10 am	SWFL Council Office
5th Final Order Due by bag	Sunday, November 1 st 11:59 pm	5th Final Order Pick-Up	Saturday, November 7 th BY APPT: 8 am - 9 am	SWFL Council Office
Council Prizes / Sale Ends	Tuesday, November 3 rd 11:59 pm			
Popcorn Payments Due	Wednesday, November 18 th 5:00 pm	Automatic for units utilizing Trail's End Credit Card System		

1st Order Pickup

Popcorn Logistics Sponsor



Midwest
FOOD BANK®

Friday, August 28th 5:00PM to 7:00PM

- 10 volunteers required at 4:00PM

Saturday, August 29th 8:00AM to 11:00AM

- 10 volunteers required at 7:00AM

Orders not picked up are automatically cancelled.

Wrap Up

- **PLAN YOUR YEAR**
- **ENERGIZE YOUR SCOUTS AND PARENTS**
- **UTILIZE TRAIL'S END REWARDS AND COUNCIL PRIZES**
- **MANAGE INVENTORY TO THE STOREFRONT, NOT SCOUT**
- **LEAN ON YOUR RESOURCES**

Council Support Contact Info

COUNCIL KERNEL

Tracy Hoffman

ALLIGATOR

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Carthur@johnrwood.com

PANTHER

Gina Fishtorn
(239) 980-1021

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MANATEE

Gabe Cole
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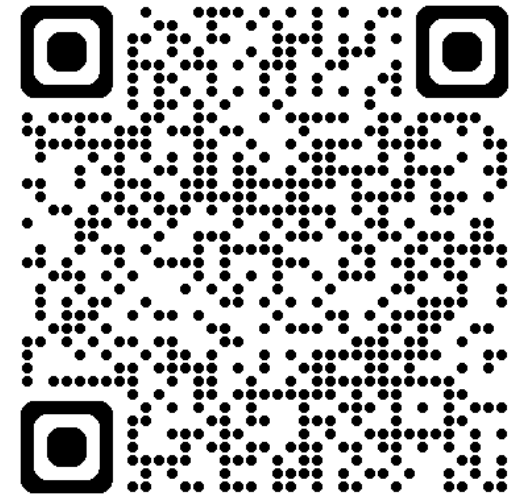
TWO RIVERS

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swfcpopcorn



www.swflcouncilbsa.org