



2025

Popcorn Guidebook

This Capitol Area Council Popcorn Guidebook along with the Trail's End Kernel Guide will provide units with the details needed to promote a strong and successful program.

The annual popcorn sale is the only money earning activity that allows Scouts to wear the uniform while raising funds. Scouts in uniform bring awareness to their community and demonstrate Scout Spirit in their actions.

In addition to this guidebook, our council provides program information through weekly P.O.P. emails, our council popcorn webpage, social media, trainings, and district popcorn teams.

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2025 Council Goal

1.6 Million

Details in this guide are subject to change without notice. To assure you have the most current version, check the date at the right footer.

This popcorn guide is specific only to the Capitol Area Council. Unit Kernels can receive further support by logging into www.trails-end.com. **Below is a list of Trail's End resources you will find in the training section of the leader dashboard:**

- Training Videos
- Unit Program Planner
- Kernel Guide
- Unit Kickoff Presentation
- Print at home materials
- Plus many more unit materials and Scout resources

KEYS TO SUCCESS

Help your Scouts succeed by organizing and managing your unit's popcorn sale to meet or exceed their goals.

1. **REVIEW THIS GUIDE**
2. **SET UP YOUR TRAIL'S END POPCORN SYSTEM ACCOUNT**
 - Go to www.capitolareascouting.org/resources/popcorn/ and click the Register Now button.
 - This registers the unit for the 2025 program
3. **GET TRAINED**
 - Log into your Trail's End account to view training materials and videos – Trail's End has many short videos that teach you everything you need to know in navigating the Trail's End system, managing inventory, motivating your Scouts and families, plus closing the sale.
 - Attend a Council lead training (see calendar on next page for training dates).
 - Read your Weekly P.O.P. informational emails.
4. **RECRUIT A PARTNER**
 - Find another leader you have a good relationship with and ask for a partner. A great unit popcorn program has more than one leader guiding Scouts towards their goals.
5. **SHARE WHAT YOU KNOW**
 - Teach the Scouts in your unit about goals, product line, and sale details.
 - Get them excited about everything they can do in Scouting.
 - Show them how this is possible through their popcorn sale.
 - Communicate Why, When, and How
 - Why are we raising funds?
 - Big trips, unit gear, or funding their annual program.
 - If funding their annual program – what percentage do they earn from their hard work?
 - When
 - Share dates and don't forget to include any already scheduled unit or district activities
 - How
 - All Scouts can participate online and in-person. All units should support every Scout with online, door-to-door and storefront booths.

2025 Dates & Deadlines

| | | |
|----------|-------------|--|
| 4/14/25 | Monday | Registration opens for 2025 sale |
| 4/16/25 | Wednesday** | Council training for new leaders (2 years or less experience) |
| 4/23/25 | Wednesday** | Council training for experienced leaders (more than 2 years experience) |
| 5/14/25 | Wednesday** | Council training for new leaders (2 years or less experience) |
| 5/28/25 | Wednesday** | Council training for experienced leaders (more than 2 years experience) |
| 7/15/25 | Tuesday | Zoom office hours-booth selections and unit popcorn kickoffs |
| 7/22/25 | Tuesday | Unit booth selections open to unit leaders |
| 8/1/25 | Friday | Take order and online sale open |
| 8/9/25 | Saturday** | Popcorn Fair 11am-2pm at the Frank Fickett Center |
| 9/3/25 | Wednesday | Zoom office hours-unit initial orders |
| 9/10/25 | Wednesday | Initial order due in Trail's End |
| 9/23/25 | Tuesday | Zoom office hours-distribution day and replenishment orders |
| 9/26/25 | Friday* | Initial order distribution-(locations TBD) |
| 9/27/25 | Saturday | Blitz Day |
| 10/3/25 | Friday | Storefront sales begin |
| 10/12/25 | Sunday | Replenishment #1 order deadline |
| 10/17/25 | Friday* | Replenishment #1 distribution at Ward North American |
| 10/19/25 | Sunday | Replenishment #2 order deadline |
| 10/24/25 | Friday* | Replenishment #2 distribution at Ward North American |
| 10/26/25 | Sunday | Replenishment #3 order deadline |
| 10/31/25 | Friday* | Replenishment #3 distribution at Ward North American |
| 11/11/25 | Tuesday | Zoom office hours-sale wrap up and product returns |
| 11/16/25 | Sunday | Storefront sales end (Scouts may continue selling online and take order) |
| 11/21/25 | Friday | Return to Council request due, take order due, last day to track Scout sales |
| 12/2/25 | Tuesday* | Product return from units to Council office |
| 12/3/25 | Wednesday* | Product return from units to Council office |
| 12/3/25 | Wednesday* | Take order distribution at Council office |
| 12/4/25 | Thursday* | Take order distribution at Council office |
| 12/19/25 | Friday | Unit payment deadline |

*A sign up for this event will be sent out. Please do not arrive outside of your designated time.

**This event requires preregistration.

2025 Storefront Selection Dates & Guidelines

| Dates | Last Year Total Sales | Number of Spots per Day |
|--------------------|-----------------------|------------------------------------|
| Tuesday, July 22 | \$10,000+ | Up to 4 (based on 2025 sales goal) |
| Wednesday, July 23 | All Units | Up to 2 (based on 2025 sales goal) |
| Thursday, July 24 | All Units | Unlimited |

The number of booth selections per day for the first 2 days are based on the number of hours needed to hit your unit's 2025 sales goal. This is determined by Trail's End. Locations with 8 or 10 hour days will be considered one reservation.

Keep in mind when determining your sales goal, that your initial order must equal 60% of your total goal.

Prior to storefront selections, adjust the unit settings in Trail's End. Under Unit Info select Storefront Settings. Here, units can determine how many Scouts may be at each shift, and see how the sales will be split.

Storefronts for unit selection are set up as shifts that may be two hours or up to eight hours long depending on the locations approved hours. After the shift selection is confirmed, larger shifts will automatically be divided up per the unit settings following the step above.

Many Scouts and leaders consider major retailers to be premium locations. However, there are no guarantees that these locations are the best for each Scout. A well-versed Scout can do just as well or better at a local restaurant or neighborhood shop.

For more information on how to use manage storefront booths, please go to the Training section in Trail's End.

Zoom office hours on how to reserve storefront booths will be on 7/15/25 at 6:00pm. See www.capitolareascouting.org/resources/popcorn/ for Zoom link.

Unclaimed Storefront Booths

Unclaimed weekend (Fri-Sun) reservations will be auto-released by Trail's End each week on Thursdays at 8pm ET.

Units with unclaimed shifts on a larger reservation will not lose the reservation as long as at least half of the shifts are claimed.

2025 UNIT COMMISSION STRUCTURE

Online

30% commission – no bonus options

Storefront and Wagon (app usage required)

30% base but with option to earn up to 38% commission

2% Bonus Commission-Must Complete All Steps Below to Qualify

- Register Unit in Trail's End to participate in 2025 sale
- Recruit a Unit Popcorn Kernel
- Attend a Council lead training based on your experience (see calendar on page 3 for dates)

2% Bonus Commission-Must Complete All Steps Below to Qualify

- Attend Popcorn Fair-August 9 at the Frank Fickett Center
- Submit Budget Worksheet-can be found on our website www.capitolareascouting.org/resources/popcorn/

4% Bonus Commission-Must Complete All Steps Below AND Unit Must Sell a Minimum of \$13,500 OR All Trail's End Registered Scouts Sell a Minimum of \$900 Per Scout to Qualify

- Conduct a Unit Popcorn Kickoff (follow the guide on page 6)
- Post Pictures of the Kickoff on the CAC Popcorn Facebook (see QR code on page 6)

12% Bonus Commission-All Newly Formed Units and Any Units That Have Not Sold Popcorn Since 2020 (could bring your total commission up to 50%)

Jamborees – Earn your own Way

- a) 50% commission on all sales will be offered to any Scout that is registered for the 2026 National Jamboree. Scouts may sell up to \$6,000 in popcorn to earn the \$3,000 Jamboree registration fee.

Scouts must register in the Jamboree Unit in Trail's End. Scouts may not sell more than \$6,000 in the Jamboree Unit. Any sales over \$6,000 may be forfeited or subject to the traditional unit's commission rate. If the Scout would like to continue selling they will need to do so under their traditional unit.

Unit Kickoffs

A strong popcorn kickoff sets the tone for a successful fundraising season. These are the important steps to help plan and execute a high-energy event that motivates Scouts, educates parents and engages families. Following these steps and posting pictures on our Council social media can help earn your unit 4% bonus commission. For more details see the Unit Kickoff Best Practices sheet in the Popcorn Links on the Council website.

Unit Kickoff Guide

- ❖ Set clear goals for Unit and Scouts
- ❖ Promote the kickoff early and often
- ❖ Keep it fun and fast paced
- ❖ Highlight past success stories
- ❖ Motivate Scouts and parents by introducing Scout and Unit prizes
- ❖ Create a culture of engagement, recognize participation not just dollars sold
- ❖ Set the expectation that every member of the Unit will participate

A great kickoff creates buy-in, excitement and confidence. If Scouts believe they can do it, and that others believe in them, they will rise to the occasion.

Social Media

In addition to the Weekly P.O.P. emails, the easiest way to stay up to date on everything that is happening with popcorn is to follow our Council's social media.

When you post popcorn items on your social media, tag these pages and use the hashtag #CACPOP

Main Instagram



Popcorn Instagram



Main Facebook



Popcorn Facebook



2025 PRODUCT LINE

STOREFRONT LINE-UP

MUST BE ORDERED IN FULL CASES

| | |
|-------------------------------------|--------------------------------------|
| Butter, pre-popped (NEW) | \$20 each / \$240 case (12 per case) |
| Salted Caramel, pre-popped | \$20 each / \$240 case (12 per case) |
| Unbelievable Butter, microwave bags | \$25 each / \$150 case (6 per case) |
| White Cheddar, pre-popped | \$20 each / \$240 case (12 per case) |
| Kettle Corn, pre-popped | \$20 each / \$240 case (12 per case) |
| Popping Corn, kernels | \$20 each / \$180 case (9 per case) |
| Heroes and Helpers Donation | Any dollar amount through the App |

In addition to the products above, Trail's End offers a variety of other products, such as Chocolate Pretzels, through the Online Sale at www.trails-end.com.



All donations received must be tracked as Heroes and Helpers donations.

For more information on Heroes and Helpers donations and how to track them please see www.capitolareascouting.org/resources/popcorn/

UNIT ORDERS

Initial Order

Capitol Area Council does not require, and will not ask for, advanced payment from units.

To better prepare your Scouts, units should determine either a unit goal or Scout goals to assure you have enough product to reach your fundraising needs. If a unit and/or Scouts are unsure about their goal, we recommend ordering \$500 per Scout in the unit to get started.

Units will be required to put in a sales goal prior to booth selections in July. The initial order must equal 60% of your total sales goal.

Example: If your unit has a \$10,000 sales goal for 2025, your initial order must equal \$6,000 or more. This helps the Council determine our order with Trail's End to make sure we have enough product on hand for replenishment orders and as needed for units.

Zoom office hours on how to place your initial order will be on 9/3/25 at 6:00pm. See www.capitolareascouting.org/resources/popcorn/ for Zoom link.

Replenishment Orders

Many units find that during the sale they need more product. This can happen due to growth in membership, Scout goals increasing, heightened community support, or simply Scouts outperforming their own expectations. The Capitol Area Council is dedicated to having excess product locally to fulfill reorders every week during the three week replenishment period 10/12-10/31.

Zoom office hours on how to place replenishment orders will be on 9/23/25 at 6:00pm. See www.capitolareascouting.org/resources/popcorn/ for Zoom link.

- **Placing orders for additional product from our council:**
 - >Orders must be entered by 11PM on Sunday to be fulfilled the following Friday
 - >Unit invoices will list each order separately for easy viewing
 - >Orders will be compared to current unit inventory and tracked sales
 - >**Go into the Trail's End leader dashboard**
 - Click ORDER POPCORN
 - Click drop down for Choose Delivery
 - Select the option dated for the Friday you wish to pick up your additional product
 - Complete the order form and click submit

Distribution Day Details

Initial Order Distribution Locations

Capitol Area Council has secured 3 locations for the distribution of initial popcorn orders. For those of you that sold last year, your distribution location will be the same. For new units, please discuss with your District Executive and District Popcorn Kernel to determine the best location for your unit.

Location 1-Ward North American-2251 Picadilly Dr. Ste. A100, Round Rock, TX 78664













Location 2-ACTS Church Lakeway-1304 Ranch Road 620 N, Lakeway, TX 78734

Location 3-Lost Pines Scout Reservation-785 FM 1441, Bastrop, TX 78602

Directions for your location will be sent to your unit prior to distribution day.

Replenishment Order Distributions

Replenishment orders will be distributed at Ward -2251 Picadilly Dr. Ste. A100, Round Rock, TX 78664

| | | | |
|---|----|---|----------|
|  | >> |  | 20 Cases |
| Mid-Size Car | | | |
|  | >> |  | 40 Cases |
| Small SUV | | | |
|  | >> |  | 40 Cases |
| Crossover | | | |
|  | >> |  | 60 Cases |
| Mini-Van | | | |
|  | >> |  | 70 Cases |
| Large SUV | | | |
|  | >> |  | 70 Cases |
| Full-Size Van | | | |

*The vehicle capacity estimates above are estimated without kids, car seats, strollers, etc.

Tips and Tricks for a Seamless Popcorn Pickup

- Use the vehicle guide to determine the size vehicle that you will need to pick up your order.
- Remove any car seats, strollers, or other large items in your vehicle.
- Please remain inside your vehicle as you pull through the line.
- If you have more than one vehicle picking up for your unit please plan to arrive and go through the line together.
- We will not split orders and hold the remaining product until someone else arrives.
- We will have many sets of eyes counting and recounting the product as it is loaded. However, if a mistake is made please fill out a discrepancy form found on our website within 48 hours of distribution so that we can correct your order.

IN-PERSON SALES

Blitz Day

September 27, 2025

Put on the uniforms and make Scouting seen in your local neighborhoods. This day can be a great jump start to a popcorn fundraiser. Scouts can take pre-orders to deliver at a later date, or expand their products using the Online Direct portion in the Trail's End app and have the product shipped directly to the customer.

Storefront Booths

Every year storefront booths represent more than 70% of the total popcorn program as well as more than 70% of the money earned by Scouts. Scouts have reported great support from their patrons, interest from youth and parents, and lessons they have learned in public speaking and social skills. Popcorn storefront booths provide the most skills learned and money earned compared to any other Scouting fundraiser.

Locations are secured by our council's Popcorn Kernel team and Trail's End. **Unit leaders and individuals may not secure locations.** If you have a location that you wish to add, please reach out to your District Popcorn Kernel or District Executive and complete a storefront scheduling plan. The storefront scheduling plan can be found on the Council website.

RETURN POLICIES & DAMAGES

RETURN REQUESTS DUE 11/21/25-NO LATE RETURNS ACCEPTED

- Return to Council requests are submitted through the Trail's End popcorn system.
- ONLY FULL CASES WILL BE ACCEPTED.
- Returned product must be in its correct case and in SELLABLE condition. Damaged products will not be accepted.
- No more than 5% of your initial order can be returned or one case if 5% is less than one full case value. PLEASE NOTE: only 5% of your initial order, NOT your total order, and NOT 5% of each product ordered may be returned.

Once the return has been approved you will receive an email with when and where to take the product.

Zoom office hours on how to submit returns and physically return the product will be 11/11/25 at 6pm. See www.capitolareascouting.org/resources/popcorn/ for Zoom link.

Reporting Damages

Instruct your Scout families to report any damages to their Unit Kernel and to take the appropriate photos. Unit Kernels can report damages from manufacturers defect by going to www.capitolareascouting.org/resources/popcorn/, clicking the REPORT DAMAGES link and following the instructions.

Below are some examples of what is considered damage caused by production.

- Split seams on bags
- Product that has not been properly sealed
- Bags that have busted open inside a sealed case

SCOUT REWARDS

Council Prizes

No Council prizes will be offered this year. Instead of Council prizes, Capitol Area Council has raised the max unit commissions to 38%. See page 5 for more details.

Trail's End 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 | |
| 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. | |

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

| 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 |

FINANCIAL BOOKKEEPING

Invoices

Units with Scouts participating in any in-person sales will have an invoice viewable in Trail's End under the Account Summary section. Unit invoices will be broken down into each order placed by the Unit: Show & Sell, Reorders, and Take Order. Unit invoices can be found in the Trail's End leader portal under Account Summary.

Managing Customer Payments

Over the course of the program, Scouts will receive payment in the form of cash, checks, credit cards, and online sales credit.

- Checks
 - Made payable to the receiving unit
 - Deposited into the unit bank account
 - Capitol Area Council will not accept personal checks for the popcorn program
- Cash
 - Deposited into the unit bank account
 - Ask Scouts to use the Pay Out feature in the Trail's End app to reduce Unit Kernel/Treasurer workload
- Credit cards and digital payments platforms like Apple Pay or Samsung Pay
 - Taken in the app during in-person sales
 - Processed by Square and deposited to Trail's End
 - Trail's End applies full dollar value as a credit against the unit invoice
 - Viewable on invoice under Transactions
 - Viewable online under Account Summary
- Online Sales credit
 - Trail's End applies 30% of retail amount as a credit against the unit invoice
 - Viewable on invoice under Transactions
 - Viewable online under Account Summary

Collecting Commission

Every year the amount of cash decreases as credit card or digital payments ~~are~~ ^{are} processed. This creates an overpayment to Trail's End for the unit popcorn accounts. Units may begin to request a payout from Trail's End after their Balance Due Council reads \$0.00.

When the unit is balanced with the council, unit commission is in the form of cash and checks received by the unit plus any unit payouts owed by Trail's End. To view the unit's balance to our council and payout available view the Account Summary section in the Trail's End Leader Portal.

Payments can only be received from Trail's End after the unit has set up the Unit Bank Account information in the leader portal. Go to Unit Info > Manage Unit Bank Account to add or edit the unit's account.

Council Payment

You can remove the balance due by encouraging Scouts to accept credit cards in the app and using the Pay Now feature for cash they receive.

If the unit does have a balance due to our council please follow the steps below:

- View the unit invoice after November 21
- Print your Trail's End unit invoice
- Review the Trail's End unit invoice for accuracy. Contact Will Gregorcyk immediately if you find a discrepancy.
- Submit ONE check from the unit bank account payable to the Capitol Area Council.
- Mail invoice and check to:
Capitol Area Council – Popcorn
12500 N IH 35
Austin, TX 78753
- Capitol Area Council cannot accept credit cards or over the phone payments for popcorn invoices.

*THANK YOU FOR
SUPPORTING:*

- ✓ Your Scouts
- ✓ Your Unit
- ✓ Our Council