



2025 Popcorn Fundraiser

Popcorn Kernel Guide

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UNIT POPCORN KERNEL

The Popcorn Kernel is responsible for the overall organization and implementation of the Unit's Popcorn Season. This person ensures promotion, timely reporting of Unit sales and order(s), Popcorn payment, and prizes.

Responsibilities Include:

- **Developing A Plan:** Establish a plan to utilize ALL methods of popcorn fundraising: Online, Take Order, and Show-n-Sell. Show-n-Sell site booking that is both comprehensive and easy for Scouts and Scout parents to execute.
- **Setting Unit Popcorn Fundraising Goals:** Determine an overall Popcorn fundraising goal for the Unit, and Popcorn goal per Scout with help from your Unit Leaders through your Unit program planning session.
- **Promoting Popcorn:** Market the 2025 Popcorn Program Fundraiser to the Unit's Scout parents via informational flyers, weekly emails, and meeting notices throughout the Popcorn Season.
- **Get Trained:** Learn valuable information and skills for the 2025 Popcorn Program Fundraiser.
- **Holding a Unit Popcorn Kickoff:** Schedule a Unit Popcorn Kickoff to get your Scouts and Scout parents excited for the 2025 Popcorn Season!
- **Keeping Records:** Use the Popcorn System to organize accurate records of each Scout's Popcorn sales, each Scout's prizes earned, and payments due and made by the Scouts in your unit.
- **Organizing Popcorn:** Keep track of placing orders, Popcorn inventory, picking up Popcorn, distributing Popcorn to Scouts, and returning excess popcorn, if necessary, by the return date.

KEY POPCORN DATES

DATE	ACTIVITY
Jun 6 (Fri) 6-8 PM	Council Popcorn Kick-off & Training Register at: https://events.hnescouting.org/event/quinapoxet-popcorn-kickoff-kernel-training/
July 14 (Mon)	Units can start placing orders
July 22 (Tue)	Trail's End Storefront Program - Units who sold \$10k+ in 2024 will be able to select 3 reservations
July 23 (Wed)	Trail's End Storefront Program - All units will be able to select 4 reservations
July 24 (Thu)	Trail's End Storefront Program - All units will have unlimited reservations
August 10 (Sun)	Show and Sell orders due.
August 21 (Thu)	First delivery to the warehouse from Trails End.
August 22 (Fri) 12-2 PM	Product sorting by unit orders. ⁺
August 23 (Sat) 8-10 AM	Units pick up products.
September 15 (Mon)	2 nd Show and sell orders due.
September 25 (Thu)	Second delivery to warehouse from Trails End.
September 26 (Fri) 12-2 PM	Product sorting by unit orders. ⁺
September 27 (Sat) 8-10 AM	Units pick up products.
October 6 (Mon)	Return system opens (Up to 20% of first order/full case returns)
October 22 (Wed)	Return system closes
October 24 (Fri) 12-2 PM	Physical product returns
October 25 (Sat) 8-10 AM	Physical product returns - last day
November 3 (Mon)	Final product orders due.
November 13 (Thu)	Third delivery to warehouse from Trails End.
November 14 (Fri) 12-2 PM	Product sorting by unit orders. ⁺
November 15 (Sat) 8-10 AM	Units pick up products. Final payments for popcorn are due to the council.

+ Units that volunteer to help sort orders can take theirs on this day.

WAREHOUSE LOCATION

1A Auto

1 Distribution Center Circle, Littleton, MA 01460
(loading doors in back)

Access is limited to order sorting days and pickup days and times only.

Once again we would like to thank 1A Auto for the use of their warehouse. Having a place with enough room to work with the orders and store the product over the course of the sale has been critical to the success of the fundraiser. 1A Auto is committed to supporting scouting in central Massachusetts (<https://www.1aauto.com/>)



COMMISSION

40% for Take Order, and Show-n-Sell

35% for Online

TOP SELLERS INCENTIVES (Heart of New England Council)

Based on Scout sales between Jan 1, 2025 and December 31, 2025. Two or more Scouts, regardless of their relationship, may not combine their sales to earn prizes.

All sellers

All individually registered Scouts that sell popcorn will receive a patch.

2K Club

Any scout that sells \$2,000 or more will receive one (1) evening waterpark pass at Great Wolf Lodge in Fitchburg for Friday, May 15, 2026. This includes a pizza party dinner for that scout. Parents will be able to purchase a waterpark pass and pizza party pass for themselves and additional guests for \$50.

Top 10 Scout sellers

1st Place – receive FREE camp fees for 2026 HNE camp, plus \$250 Amazon gift card

2nd Place – receive FREE camp fees for 2026 HNE camp, plus \$150 Amazon gift card

3rd Place – receive FREE camp fees for 2026 HNE camp

4th to 10th Place – receive \$100 off any HNE camp program (Cub Scout Day Camp, Webelos Resident Camp, Twilight Adventures Program (TAP) or Scouts BSA Resident Camp)

TOP SELLERS INCENTIVES (Trail's End)

Scouts earn more and choose prizes they want! Accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

	POINTS
App Credit/Debit Card & Online	1.25
Cash	1
Heroes & Helpers (new for 2025)	1.75 (credit & online) / 1.5 (cash)

2025 Bonus Rewards*

- New gift card choices for 2025! Pick one or multiple from: Amazon, Target, Walmart, prepaid Mastercard, Dick's Sporting Goods, Nintendo, REI, GameStop, Bass Pro Shops, Best Buy Cabela's, Apple, Lego, XBox and PlayStation
- 2025 Bonus Rewards (June 30 8pm ET - Nov 30 6:59pm ET)
 - Sell \$500 or more hour per Scout: earn 1 bonus points per dollar sold
 - Sell \$300-\$499 or more hour per Scout: earn 0.5 bonus points per dollar sold
 - Sell \$500 or more online: earn 250 bonus points
 - To qualify, sales must be recorded in the Trail's End App and your Unit must select the calculation method - One Scout per shift: Scout credited for each sale recorded

LEVEL	POINTS	eGIFT CARD
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

Trail's End Distributed Rewards earned in 2025 must be claimed by Scouts in App 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

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UNIT INCENTIVES

It is strongly encouraged that units add their own incentive plan. Recommendations from local units:

- Consider seeking **donations from local businesses**. Have a letter ready with your 501(c)(3) tax deduction code and share the incredible benefits of supporting your Scouts. These stepping stones should keep them motivated to generate further sales. Reward ideas include:
 - Gift cards to places like Five Below, Dave & Busters, Southwick's Zoo, Level 99, Chuck E. Cheese, or local ice cream parlors.
 - Experiences like rides to school from police or fire stations, or shoutouts on your town hall communications board.
- When Scouts reach a certain sales level (determined by the unit):
 - Offset unit dues or registration fees
 - Have a celebration or field day
 - Provide day camp or summer camp registration fees
 - Give the Scout a unit tee shirt or hoodie
- Throughout the sale:
 - Recognize the top seller of the week or the month at unit meetings
 - Have a prize table or treasure box of inexpensive prizes

PAYMENTS

Payments for popcorn are due on or before November 15, 2025.

POPCORN ‘MENU’

Item	Cost per single item	Quantity
Microwave Butter Popcorn	\$25	6 boxes per case (12 bags per box)
Butter Popcorn (new for 2025)	\$20	12 bags per case
Salted Caramel Corn	\$20	12 bags per case
White Cheddar Popcorn	\$20	12 bags per case
Popping Corn	\$20	9 containers per case
Sweet & Salty Kettle Corn	\$20	12 bags per case

CREDIT CARD SALES

Tell your customers... "We prefer credit/debit"

- Trail's End App works with Square card readers or card information can be entered manually
- Trail's End pays the credit card fees
 - You must use the Trail's End app for credit card fees to be covered (no need for the Square app)
- Scouts receive higher reward points with Trail's End
- Scouts & leaders handle less cash
- When using a Bluetooth reader, you can also accept Apple Pay and Google Pay
 - Council will reimburse the unit \$10 for the plug-in Square readers (headphone or Lightning styles) if the unit sells \$500 in popcorn, council will reimburse you \$50.00 for Bluetooth contactless reader.

STOREFRONT BANNERS

- Top 20 selling units from 2024 will receive a storefront banner from Trail's End.
- First 20 new units to sign up and attend the Popcorn kickoff will receive a banner
 - If less than 20 new units attend the Popcorn kickoff, the remaining banners will go to the next units that sold the prior year until they are gone.



CONTACTS

NAME	POSITION	PHONE	EMAIL
Amy Nelson	Council Popcorn Kernel	(774) 200-6989	amy.nelson@hnescouting.org
	Quinapoxet District Popcorn Kernel		
Jeff Mayes	Quinapoxet District District Executive	(978) 534-3532 ext. 215	jeffrey.mayes@scouting.org
	Soaring Eagle District Popcorn Kernel		
Bill Dunbar	Soaring Eagle District Executive	(978) 534-3532 ext. 103	bill.dunbar@scouting.org

KICKOFF PARTIES & TRAINING

Date/time: June 6 (Friday) 6-8 PM

Location: 640 Main Street, Shrewsbury (Saint Mary's Church)

Information and to RSVP:

<https://events.hnescouting.org/event/quinapoxet-popcorn-kickoff-kernel-training/>

TRAINING, SUPPORT & RESOURCES

Trail's End Facebook Group

facebook.com/groups/TEPopcornCommunity

Trail's End Support Email

Support@trails-end.com

Trail's End Support

support.trails-end.com/support/home

Trail's End Webinars

trails-end.com/webinars

Trail's End Website

trails-end.com

Storefront Guide

<https://wh-wf-training.s3.amazonaws.com/Storefront-Guide.pdf>

Training videos

https://www.youtube.com/channel/UC5wc_p4sW6_MQjL25nzFdIA

FAQ

Show & Sell vs. Take Order vs. Online Sale

Scouts have three options when selling Popcorn, all of which when combined leads to a successful sale.

Show & Sell is a selling strategy where Scouts sell products they have on-hand that have been issued to them, directly to the customer. The most common Show & Sell technique is where a unit sells Popcorn at a local retail store -known as Storefront Show & Sell.

Take Order is a selling strategy where Scouts take/ record orders to then fulfill at a later point. A few of the best ways to do this include door-to-door sales, or parents take the order form to their workplace.

Selling *Online* provides the opportunity for the Scout to boost their sales, selling to friends and family that may not live in the immediate area.

Storefront Show & Sell Adult Supervision

Units should follow all Youth Protection Policies and Guidelines outlined by the Boy Scouts of America. In summary, (2) registered adult leaders 21 years of age or over are required at all Scouting activities, including a unit Show & Sell. There must be a registered female adult leader 21 years of age or over in every unit serving females. A registered female adult leader 21 years of age or over must be present for any activity involving female youth. Notwithstanding the minimum leader requirements, age and program appropriate supervision must always be provided.

As the unit leader, can I add Scouts on my own?

No, you cannot add Scouts on their behalf. This is due to youth protection laws such as COPPA (Children's Online Privacy Protection). Trail's-End cannot store information on a Scout unless they create an account. We recommend using the Invite a Scout feature or bringing a laptop, tablet, or phone to your kickoff and have Scouts register an account before they leave.