

Nevada Area Council



Popcorn Guidebook 2026



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2025 Top Selling Scouts

1	Lexi H.	Pack 88	\$25,175
2	Angelicka H.	Pack 88	\$18,119
3	Ceila H.	Pack 88	\$17,262
4	J M.	Troop 979	\$11,031
5	Brendan I.	Pack 88	\$10,800
6	Odysseus A.	Pack 38	\$9,527
7	Brysan G.	Pack 443	\$8,744
8	Rylan G.	Pack 443	\$8,727
9	William E.	Pack 512	\$8,369
10	Michael F.	Pack 443	\$6,150

2025 Top Selling Units

1	Pack 88	Zephyr	\$91,637
2	Pack 443	Zephyr	\$67,649
3	Pack 15	Sierra Nevada	\$39,429
4	Pack 850	Great Basin	\$30,140
5	Pack 7322	Zephyr	\$28,776
6	Troop 10	Sierra Nevada	\$25,246
7	Pack 38	Sierra Nevada	\$19,431
8	Troop 850	Great Basin	\$16,819
9	Pack 114	Sierra Nevada	\$15,625
10	Pack 512	Zephyr	\$15,001

2025 Council Sales

\$425,857

2026 Council Goal

\$450,000

2026 Popcorn Key Dates

Tuesday, July 21	Council Popcorn Zoom Meeting (Adult Training) 7PM
Saturday, August 1	Reno Popcorn Kickoff at Council 11AM-1PM
Sunday, August 2	First Order Due
Wednesday, August 12	Reno First Order Pick-up (Will message when ready)
Friday, August 14	Popcorn Delivery in Elko
Saturday, August 15	Popcorn Kickoff in Elko 10AM-12PM at Vista Grande / Brent Park
Sunday, August 23	Second Order Due
Wednesday, August 26	Popcorn Swap – Council Office 5PM-7PM
Wednesday, September 2	Reno Second Order Pick-up (Will message when ready)
Sunday, September 13	Final Popcorn Order Due
Wednesday, September 23	Reno Final Order Pick-up (Will message when ready)
Wednesday, September 30	Popcorn Swap – Council Office 5PM-7PM. FINAL DAY FOR RETURNS
Saturday, October 31	Popcorn Season Ends
Friday, November 6	\$2,500 Club Forms Due, Popcorn Payment Due
Saturday, November 14	Play and Win Party – Reno – South 40
Saturday, November 21	Play and Win Party – Elko – Commercial Fun Center

2026 Popcorn Sales Commission

Base	Standard Commission for every unit that sells popcorn	25%
Scouts Honor Bonus	Adhere to the Code of Conduct, attend council kickoff (5 registered scouts*) attend popcorn informational zoom meeting (1 leader), make all payments and turn in all paperwork on time. * Exceptions made for geographic isolation and smaller units.	2%
Unit Commitment	Register your unit commitment by August 1, 2026	1%
15K Bonus	Sell a minimum of \$15,000 as a unit	5%
Potential Unit Commission		33%
Online Sales	Separate from regular sales commission	35%
Late Payment	Invoice must be paid by 5:30PM on November 6, 2026. If not paid, an invoice with a higher amount will be sent out.	No Exceptions

2026 Leader Guide



New to Trail's End?

Register here: login.trails-end.com/unit-registration

START

Log into the Leader Portal

- Complete "Plan Your Fall Fundraiser" so Trail's End can secure Storefront hours for your Unit.

Set Goals

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

Manage Storefronts

- View "Reserve Storefronts" for available hours.
- Ensure all Storefronts hours are filled
- Select "One Scout per shift" to achieve goals faster

Throughout the Sale

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

When the Sale Ends

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

FINISH



HEROES AND HELPERS®

Units earn commission, Scouts earn bonus Rewards, and Trail's End delivers heartwarming snacks to military personnel and their families, first responders and local food banks.

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.

TRAIL'S END APP®

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

>>> <https://goo.de/trails-end>



GO CASHLESS Trail's End pays all credit card fees.

Tap-to-Pay is integrated directly into the App, making transactions **faster, easier, and safer** for everyone

... AND Scouts earn more Rewards with credit!



Join Our Leader Community

fb.com/groups/TEPopcornCommunity

Support and FAQs

support.trails-end.com



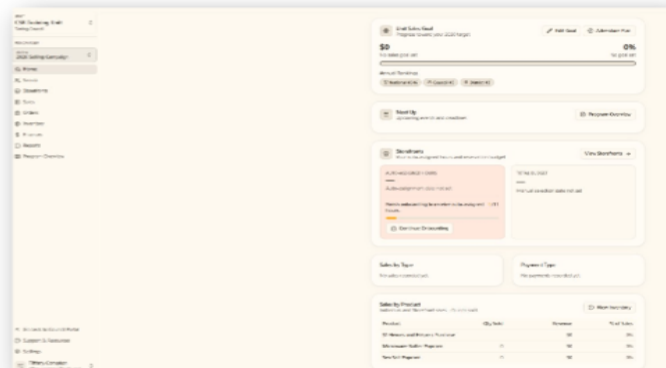
Meet Fin - Trail's End's new Chatbot

Get live answers in the Portal!

2026 Technology Update – Unit Leaders

Trail's End®

- Leaders manage entire sale in one place
- Invite Scouts to register and manage Scout roster
- Easily set Unit and Scout goals
- Order popcorn
- Real time reporting of sales and inventory
- Unit to Unit transfers; no Council assistance needed
- Schedule and manage storefront sites and shifts
- Overview screen with Timeline, Storefronts, Rewards, and Commissions info!



2026 Trail's End Product Mix

Trail's End®

\$20



White Cheddar

- National #1 seller
- Savory and made with real cheese
- 16.5 cups | 6oz

\$20



Salted Caramel Corn

- Rich caramel with just the right amount of salt
- 5 cups | 11oz

\$20



Kettle Corn

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5oz

\$20



Sea Salt

- Just the right amount of salt
- 3 simple ingredients
- 12.5 cups | 5oz

\$25



Microwave Butter Popcorn

- The right snack for movie night
- 12 microwave bags

New Unit Success: Free Product

Trail's End®

★ 622 ★

New Units Took Advantage

★ \$4,623,908 ★

Total Sales

★ \$7,434 ★

Average Order/New Unit



2 CASES
24 BAGS

Work 4 Storefront hours | Sell both cases by 10/31

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™

PLUS

1 bonus point per \$1 for Heroes And Helpers®

Earn ADDITIONAL bonus points for achieving sales levels below

NEW

Earn points on sales between levels!

With 100% credit sales, Scouts claim when ready!

Each point = \$0.01 in gift cards; minimum of \$600 in sales is required for Rewards claiming to begin.



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 Scouts, Parents, and Leaders, and **credit means Scouts, Packs/Troops, and Councils get paid faster.**



DOWNLOAD THE TRAIL'S END APP® TO START EARNING

Here's what Scouts earn with all credit sales:

SALES LEVEL	BASE POINTS (4 POINTS PER \$1)		LEVEL BONUS POINTS		TOTAL POINTS	\$ REWARDS
\$25,000*	100,000	+	235,000	=	335,000	\$3,350
\$15,000	60,000	+	140,000	=	200,000	\$2,000
\$10,000	40,000	+	70,000	=	110,000	\$1,100
\$7,500	30,000	+	50,000	=	80,000	\$800
\$5,000	20,000	+	30,000	=	50,000	\$500
\$4,000	16,000	+	21,500	=	37,500	\$375
\$3,000	12,000	+	13,000	=	25,000	\$250
\$2,000	8,000	+	3,000	=	11,000	\$110
\$1,500	6,000	+	1,500	=	7,500	\$75
\$1,000	4,000	+	500	=	4,500	\$45
\$600	2,400	+	100	=	2,500	\$25

***Earn additional 45,000 bonus points for every \$5,000 sold above \$25,000
Level bonuses are not cumulative. Only the highest level reached will be awarded.**

2026 Council Incentives

Play and Win Party @ South 40

Scouts who sell \$1,800 in popcorn will get an invite to the Play & Win Party. For each additional \$1,800 in popcorn sales, the scout will earn additional play and attractions. Similar play structure will be set up for the Commercial Fun Center.

\$1,800	60c, 30m, 100t	\$10,000 SCOUT	Wild Island Season Pass
\$3,600	90c, 30m, 100t	\$15,000 SCOUT	\$75 game play card for South 40
\$5,400	90c, 60m, 250t	\$20,000 SCOUT	Championship Belt
\$7,200	120c, 60m, 250t	\$25,000 SCOUT	2 tickets to “Harry Potter and the Prisoner of Azkaban” at the GSR (October 31, 2026, 1PM)
\$9,000	120c, 90m, 500t		
\$10,800	160c, 90m, 500t	\$25,000 UNIT	10 Popcorn Patches for leaders
\$12,600	160c, 120m, 15m VR, 750t	\$50,000 UNIT	Kernal gets to attend Popcorn Conference
\$14,400	200c, 120m, 15m VR, 750t	\$75,000 UNIT	Spring Family Camp / Fall Camporall Youth Paid
\$16,200	260c, 120m, 15m VR, 750t	\$100,000 UNIT	Magical Painting Party for scouts
\$18,000	320c, 120m, 30m VR, 1500t		

C = Credits – You can use these to play games and earn tickets
M = Minutes – Time you can play the games but earn no tickets
T = Tickets

Popcorn Patch

Scouts who sell a minimum of \$500 will receive a glow in the dark popcorn patch.



\$2,500 Club

Scouts who sell a minimum of \$2,500 will receive a popcorn woggle.

2026 Reward Form

Kernel:		Unit:	
Popcorn Patch and \$2,500 Club			
Scouts who sell a minimum of \$500 will receive a glow in the dark patch. Scouts who sell a minimum of \$2,500 will receive a popcorn woggle.			
How many scouts earned the patch:			
How many scouts earned the popcorn woggle:			
Bring Awards to Play and Win		Y	N
Pick up Awards at Trading Post		Y	N
Unit Kernel Signature:		Date:	
Robyn Noble Signature:		Date:	

Form due to council by Friday, November 6, 2026

Eligibility will be verified through the Trails-End app so all sales must be entered into the app for the scout to qualify.

Code of Conduct



Scouts shall follow the Scout Oath, Scout Law, and Guide to Safe Scouting at all times. Remember, we are representing Scouting America, Nevada Area Council and must act accordingly at all times.



Scouts shall always wear their Field Uniforms (Class A). Parents should wear their Adult Leader Uniforms or Unit T-Shirts.



Storefront tables will have a banner that clearly identifies them as Scouts.



Shopping carts are for the use of store customers and are not to be used to transport /store Scout Popcorn.



Scouts shall setup their table near the exit door to the store, or the location specified by the store. We may only setup tables at multiple doors if the store has given us clear permission to do so.



The store has granted us permission to run our Popcorn Fundraiser, which means supplemental items like water, jerky, hot dogs, candy, car wash, etc. are not permitted to be sold.



Scouts shall greet the customers as they exit the store. Scouts are not allowed to approach customers in the store, in the parking lot, etc.



Scouts shall be friendly and courteous, even when a customer ignores them and/or does not want to buy popcorn.



Scouts will not be overly aggressive, and call out to, badger, or follow customers to their vehicles.



There will not be more than four volunteers at the store at any given time, and at least one volunteer must be an adult.



Samples of products shall **NOT** be given to customers, as it is a health code violation.



Scouts will not break open the product and sell the products in quantities less than the way they are packaged. Nutritional information must be on all packages.



Leave No Trace – remove all empty boxes, trash, and other debris from the location after your sale.



Be respectful and thankful to store employees at all times. Remember that this is their store, and we are only there because of their generosity.



Please remember we are selling Scouting **NOT** popcorn.

TRAIL'S END APP

Exclusively for Scouts to sell & manage their fundraiser!



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download

REQUIRED TO SIGN UP:

Council

District

Unit

SIGN IN OR REGISTER AN ACCOUNT

- Use your account from last year! If you need to change your Unit, go to Settings & select "Change Unit."
- Record ALL sales in the App & start selling today!
- Each Scout needs a separate account, even siblings.
- You can use the same email for multiple accounts.
- To switch between accounts in the App, click the name dropdown at the top of the screen.

Pro Tip, Be sure to allow the Trail's End App access to your device's microphone, location and Bluetooth to accept debit/credit. Trail's End pays all fees!

ACCEPTING CREDIT

Everyone can accept debit & credit cards for free because Trail's End pays all fees. Square readers are compatible and can be purchased at Amazon.com or most big box retailers.

- Manual Entry (no reader)** Type in the customer's card information.
- Magstripe Reader (Android)** Swipe reader plugs into headphone jack.
- Lightning Reader (Apple)** Swipe reader plugs into lightning jack.
- Bluetooth Reader Wirelessly** connects to a device via Bluetooth. Accepts EMV chip cards, Apple Pay, Google Pay, Samsung Pay, NFC Contactless and Tap to Pay.



SET A GOAL & START EARNING REWARDS



- To set a goal, scroll and tap to select prizes at different levels or manually enter your goal.
- When your leader submits the Unit's Rewards order, and you have an e-Gift card available, tap the claim button to email your Amazon.com e-Gift Card.
- To track progress, check the App to see how close you are to reaching the next rewards level.

MULTIPLE WAYS TO SELL

Did You Know? Scouts that sell using BOTH in-person and online average 90% MORE than Scouts that sell only in-person, and 5X MORE than those that sell only online!



- Online Direct:** Sell online & ship directly to customers
- Wagon Sales:** Direct sales to family, friends and neighbors (with adult supervision.)

Did You Know? 2 out of 3 people will buy when asked at their door.

- Storefront Sales:** Leverage high foot traffic locations reserved by Unit Leaders.

Pro Tip, the average Scout sells nearly \$165 per hour at storefronts. Sign up as sell for about 6 hours to easily sell over \$1,000!

Trail's End

ONLINE DIRECT

Pro Tip, Share your page via email, text, or social media so your customers can place online orders and products ship directly to them.



Pro Tip, Share cart feature, this allows you to send the current order to a customer directly via text so they can complete their order on their phone with credit or debit card.

- Record customer orders in the Trail's End App, take payment and products ship directly to your customers.

WAGON SALES

Pro Tip, The Pay Now feature allows parents to turn in cash sales with credit/debit payment to their Unit.



Pro Tip, Marking an item as "Undelivered" means you plan to return with product later. Be sure to record the customer info for undelivered items, and you can track when it's later delivered by tapping the delivery track.

ISSUE A REFUND



- Select "Order" and then tap the order you want to refund. **CAUTION**, Trail's End does NOT store card info so this action can't be undone.

RESERVE STOREFRONT SHIFT

Pro Tip, Storefront sites and shift availability is managed by your Unit Leader, reach out to them for missing or incorrect info



RECRUITMENT

The Recruit feature allows you to collect contact info from families interested in joining while selling popcorn. The completed form triggers an email to the unit leader, council, and recruit gets a link for more info.

Ordering and Payment Information

Order Deadlines:

Orders open and close on Sundays. They will be reviewed by the Staff Advisor prior to being finalized

\$2,500 Club:

Submit the \$2,500 form to the trading post by Friday, November 6, 2026. To ensure your scouts get their awards, please submit the form on time. Make sure all orders are entered into the Trails-end app because that is how sales are verified.

Payment:

All sales should be entered into the Trails-end app. If your unit owes money, make your payment to the council office by Friday, November 6, 2026.

Product Delivery and Returns

Popcorn will be delivered to the council and available for pickup on Thursday and Friday. Please schedule with Doug (and Robyn) to ensure your order will be available. Verify the boxes before leaving for damages. The entire order must be picked up at your designated time. Be prepared and plan accordingly.

Car: 20 cases, SUV/Mini Van/Truck: 30-40 cases, Full Size Van: 50-70 cases

*Check for any damaged cases at the distribution site to ensure the product is not damaged. If the product is damaged, exchange it before leaving. If customers notice something wrong or they are not satisfied with the product, please have them email help@trails-end.com and they will arrange replacement products to be sent directly to the customer.

Popcorn Returns:

Please return any unsold products in their original cases to the council office by Wednesday, September 30th to assist in processing. No damaged products will be accepted for returns. Popcorn must be unopened, unmarked, and undamaged to be accepted. Do not retape boxes. Each item will be inspected. **We will only accept up to 10% of the unit's total sales as a return.**



JOIN OUR BAND

Popcorn Contacts

Position	Name	Phone	Email
Council Popcorn Committee Chair	Robyn Noble	775-842-9147	pack88nv@yahoo.com
Great Basin District Popcorn Kernel	Lillian Josten	775-671-0480	Lillian.josten@scouting.org
Sierra Nevada District Popcorn Kernel	Lillian Josten	775-771-0480	Lillian.josten@scouting.org
Zephyr District Popcorn Kernel	Regina Haynes	530-386-7221	regina.haynes522@gmail.com
Council Staff Advisor	Doug Ramsay	775-444-4536	Doug.Ramsay@scouting.org
Sierra Nevada/Great Basin District Executive	Hannah Zuniga	775-527-3262	Hannah.Zuniga@scouting.org
Zephyr District Executive	Kathy Patterson	775-787-1111 ext. 213	Kathy.Patterson@scouting.org
Trails End Support			support@trails-end.com

Notes