



**Join the GCC Kernels
facebook group**



**GULF COAST
COUNCIL**
SCOUTING AMERICA



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COUNCIL

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2026 Popcorn Kick-off

Trail's End[®]

2026 Kernels

Council Popcorn Kernel

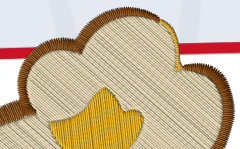
- Leroy Steffensmeier - popcorn@gulfcoastcouncil.org

Council Popcorn Staff Advisors

- Sara Lewis - Sara.Lewis@scouting.org

District Popcorn Kernels

- Choctawhatchee District – Kris Carrell– ch.popcorn@gulfcoastcouncil.org
- Lake Sands District – Pending – ls.popcorn@gulfcoastcouncil.org
- Long Leaf Pine District – Nadine Altvater – llp.popcorn@gulfcoastcouncil.org
- Pensacola Bay District – Leroy Steffensmeier – popcorn@gulfcoastcouncil.org



Key Dates

July

- Popcorn Kick-offs
 - *Pensacola (Ashberry Place) 6/24 @6:30-8:30 pm
 - STSR 6/28 @2-4 pm
 - St. Simon's 7/11 @9-11 am
- Order's Due 7/20
- Onboarding Due 7/16 - Soft Deadline 7/10
- Store front locations open
 - VIP Units 7/20
 - Everyone 7/22

August

- Pick-Up Days 8/12 Valp - Council office 8/13->
- **Sales Begin 8/15!**

September

- No Risk Popcorn Return Due 9/8-10
- Midpoint 9/28

October

- Reorder Target

November

- Season Finish 11/9!
 - All awards will be calculated on sales completed 8/1-11/8
- Prize Vault Cut-Off 11/8
- Take Order Reorder - 11/13 - Can be done in the app.
- All Invoices Due 11/30
 - You can keep selling unsold inventory as long as needed.

*Virtual Meeting

Why Popcorn

Fund Unit Adventures

- Popcorn sales can generate enough income to financially support your Unit Scouting Program for the entire year!
- TIME, DEDICATION & TEAM WORK

Benefits of Selling Include:

- NO Up-front cost to the unit
- Units can trade unsold product.
- Over 70% of sales support local scouting.
- Offsets the cost of scouting for both the unit and scouts.
- A built-in prize system to reward scouts for selling.

Scouts Learn

- Setting & achieving goals
- The value of hard work
- How to earn their own way
- Money management
- Public speaking & people Skills
- **How to handle rejection**
- Salesmanship

Scouts Earn Rewards

- Earn money in scout account to put toward dues and adventures!
- Amazon Gift Cards
- GCC Treasure box
- GCC Prize Vault



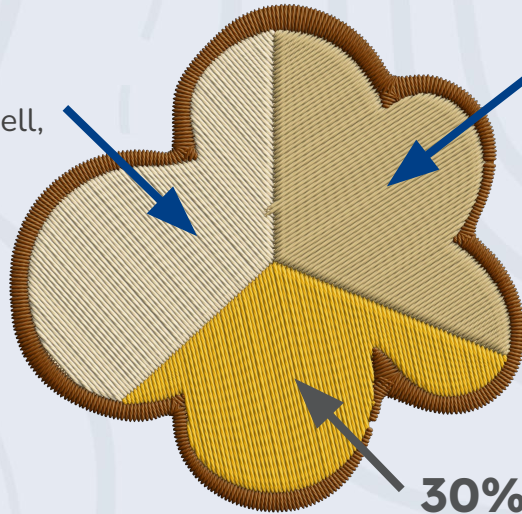
Commissions

70% to Local Scouting!

35% to Unit

- For all Online, Show & Sell, and Take orders

35% to Council



30% Fundraiser Overhead



No Risk

The Gulf Coast Council wants to give your unit an easy way to raise funds for your unit's program!

All units can participate in the No Risk Popcorn Program.

Order: \$3,600 in Popcorn By mid July - date TBD

How: Place order with Trails End Leader Portal

Sell: Between 8/15 - 9/7

Return: Unsold product between 9/8-10

Units can return up to \$3,600 of unsold inventory,
if unit sells over \$3,600 they're able to return up to \$1,800.



Ordering Instructions



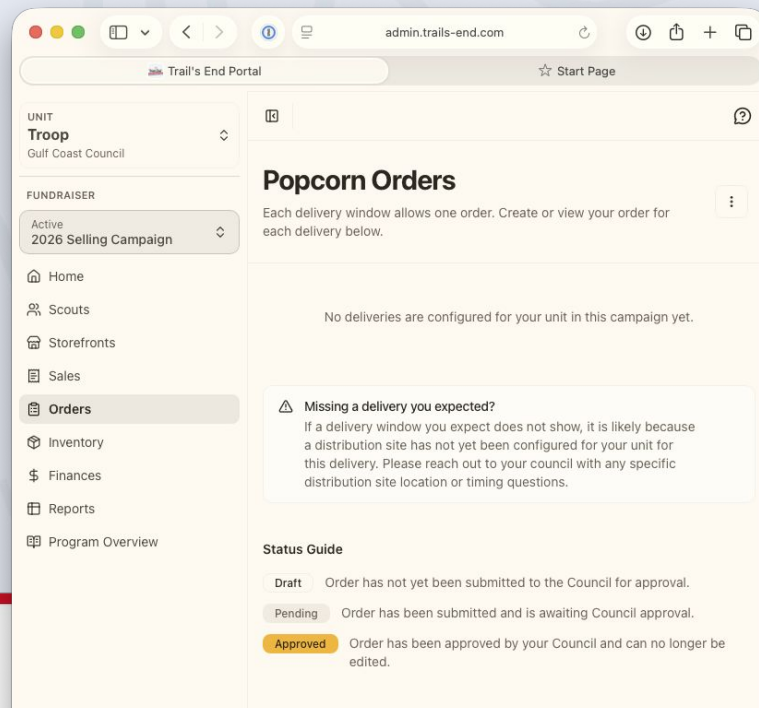
Popcorn Orders

Will be made in leader's portal. More detail coming soon to Facebook.

During initial order units can enter a target dollar amount and the system should give you a basic product mix based on national averages.

Example:

- White Cheddar 30%
- Salted Caramel 23%
- Kettle 21%
- Microwave 15%
- Sea Salt 11%



Pick-up & Distribution

Pick-Up Valparaiso 8/12

- Valparaiso Coca-Cola Bottling Company
- 647 Valparaiso Pkwy, Valparaiso, FL 32580
- Times - Google Doc - See Facebook Group

Gulf Coast Council 8/13

- Rest of sale



Patches for Popcorn!

In celebration of one of scouting's traditions we will be opening a treasure trove of **Collector Patches at GCC and STSR**. There will be giveaways throughout the season where scouts earn a chance to browse and pick vintage patches of their choice. Other prizes like free slushie refills at STSR and other surprises.

- Weekly drawings for scouts that sold the previous week.



Prize Details

- Units that attended a kick-off in-person - free banner at popcorn pick-up.
 - Banners can be purchased for for \$10 at any time at council. Contact Sara.
- Weekly GCC Treasure Box drawing (Facebook Contests)
 - Patches | Slushie refills | Surprise 3d printed items | Etc.
- STSR Camp Discounts
 - Top Scout/Cub of each district 25% Camp discount (Summer or Winter Camp or Resident Camp)
 - Midpoint Get dinner first coupon (Sale midpoint 9/28 top unit each district)
- Flag ribbons – Units that sell \$5k, \$10K , \$15+K end of year.
- **Amazon Gift Cards.** (1pt Per dollar, 4x with credit)
- GCC Prize Vault
 - Scouts with gross sales of \$4,000 get invite
- Top Units – Kernel's Thank You Dinner



Three Ways to Participate

ONLINE SALES

Direct to Customer

- Ship direct to your customers
- Record in the app
- Share your page via email, text, social media
- No handling of products or cash
- \$65 Average Order
- Products & prices may vary
- Shipping/Tax may apply
- Available year-round

SHOW N' SELL

Storefront Sales

- Leverage high foot traffic retailers
- Reserved by Unit Leaders
- Sign up to sell in person at a store
- \$162 per hour
National average
- One Parent & their scout(s) / shift recommend.
(Remember SYT)
- Set your storefront split method in the Leader Portal before storefront sales begin

TAKE FORMS

Wagon Sales

- Deliver product to your family, friends and neighbors' homes
- Ask parents to ask their co-workers
- Mark sales delivered or undelivered
- Delivered: Check out popcorn in advance, and deliver products
- Undelivered: Take order and deliver products later
- Always have an adult with you



Storefront Reservations

Storefronts Reservations Are Easier Than Ever

Trail's End is negotiating with several retailers like Publix, Tractor Supply, Walmart, Lowes and others on the national level. This is a finite resource and a budget system is in place to ensure all units get a chance.

Budget start is based off previous unit performance and/or goal.



Storefront Reservations

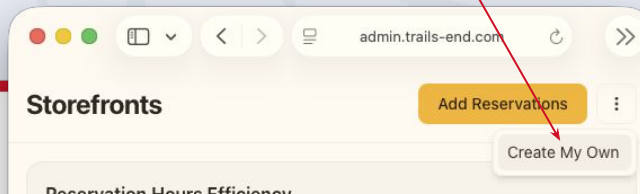
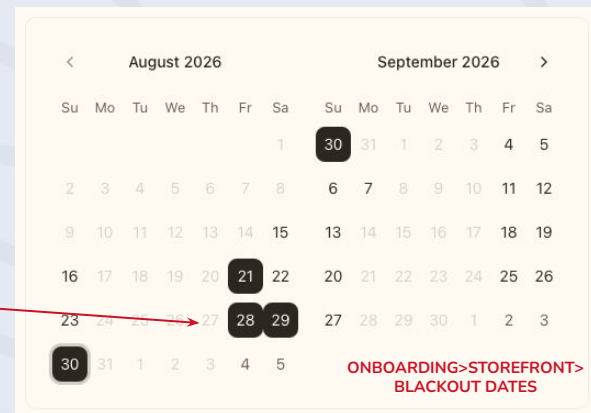


Important Storefront Dates

- 7/10 Complete your Unit's Onboarding to be included in Auto Storefronts.
- 7/20 Trail's End will assign store hours to onboarded units.
- 7/22 Gulf Coast Counsel units can begin manually picking storefronts, First Come First Serve
- Every Tuesday is auto release day. If a storefront does not have a single scout in any shift that entire day is released to the pool.

Non-System Storefronts

- If setting up a storefront that is not one of Trail's End negotiated sites.
- During onboarding or prior to 7/10 blackout those dates.
- Log your store fronts manually for your unit to sign-up shifts.



HOME>STOREFRONT



2026 UNIT LEADER TRAINING

Trail's End®

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**

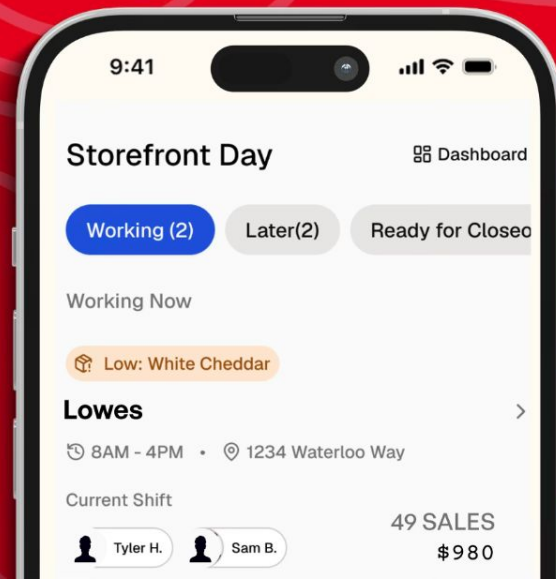
- Simplified, easy-to-use platform
- Faster loading and responsive
- Significant Storefronts enhancements^{*}

admin.trails-end.com/leader

^{*}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

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!



The graphic features a blue background with yellow paw prints in the top right corner. It includes a calendar for Pack 62 with months from July to April. A central photo shows three scouts in uniform using binoculars and a magnifying glass. Overlaid on the photo is a yellow banner with the text 'Explore CHATTANOOGA With us'. Below the photo are two circular images: one of Ruby Falls and one of Rock City. Text descriptions for these locations are provided. A red banner at the bottom right indicates the date 'SAT. 11/2/24'.

Pack 62 Calendar

JULY	AUGUST	SEPTEMBER
21 Popcorn Kickoff @ Launch Trampoline Park	3 Popcorn Sale Starts 24 Back to Pack:	2 Chattanooga Trip Signup 14 Tiger/Lion Fun Day

OCTOBER

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

JANUARY

11 Stars & Strikes F
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 Leads

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

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

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**

DOWNLOAD REWARDS FLYER

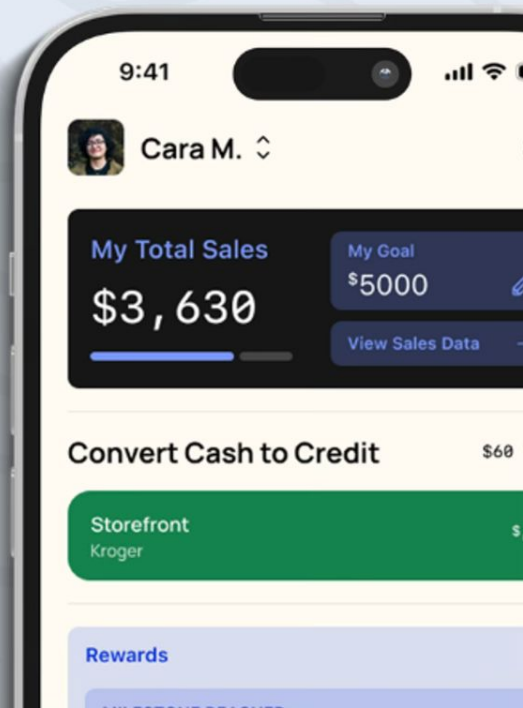


Scouts:

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

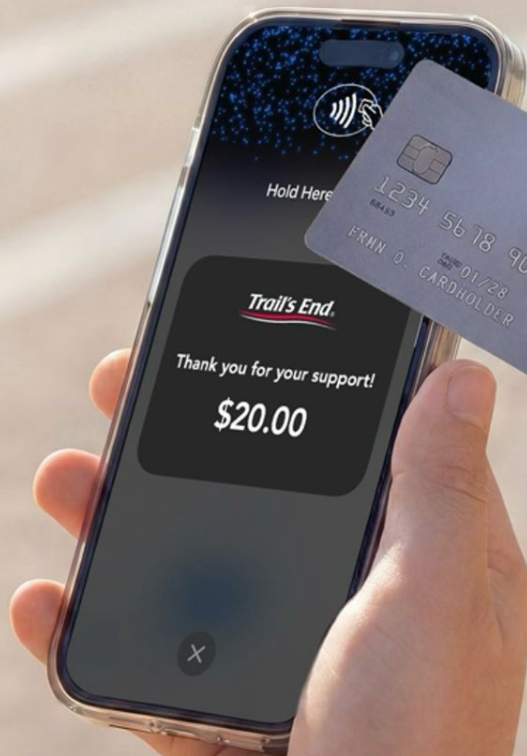
Parents:

- 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!

FINISH STRONG

Trail's End®

When the Sale Ends

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



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



GCC Popcorn Kernels Facebook Group

facebook.com/groups/840634897801113



SIGN IN.



HIT YOUR GOAL.



**GET ON WITH
SCOUTING.**

Trail's End[®]

**TAKE ME TO
THE LEADER
PORTAL**



Q&A



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**GULF COAST
COUNCIL**

SCOUTING AMERICA