



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.

2025 Top Sellers

Rank	Scout	Unit	District	Total Sales \$
1	Liam M.	P22	Mattaponi	24,830.17
2	Fletcher S	P578	Aquia	13,091.00
3	Clinton F.	P199	Aquia	11,815.36
4	Ethan B.	P28	Prince William	11,724.50
5	Antoni L.	P301	Four Mile Run	10,559.00
6	Zven Z.	P199	Aquia	9,649.79
7	John S.	T7369	Cub Run	9,075.00
8	Russell P.	P28	Prince William	9,034.18
9	Joe B.	T1978	Wolf Trap	8,235.00
10	Lucas S.	T845	Aquia	7,882.00

Rank	Unit	District	Total Sales \$
1	PACK 199	Aquia	\$78,123.00
2	PACK 493	Potomac	\$67,521.00
3	PACK 22	Mattaponi	\$61,688.00
4	PACK 301	Four Mile Run	\$58,952.00
5	PACK 962	Loudoun	\$53,230.00
6	PACK 118	Accotink Bay	\$51,391.00
7	PACK 28	Prince William	\$51,002.00
8	PACK 578	Aquia	\$50,503.00
9	PACK 242	Aquia	\$44,767.00
10	PACK 763	White Oak	\$43,779.00

WHAT'S NEW!

RUN THE SALE— FROM YOUR PHONE.

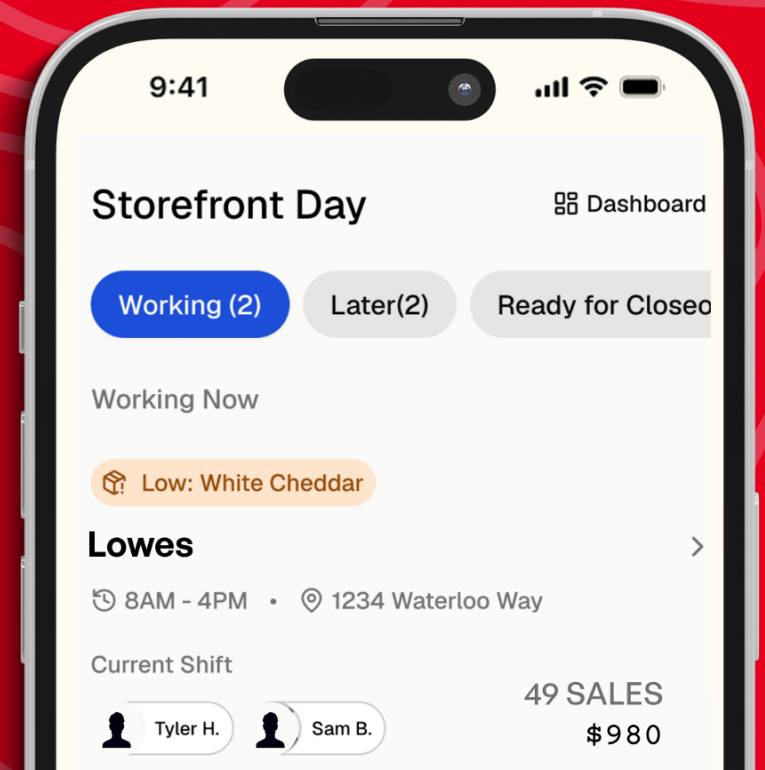
The new *Trail's End*[®] **LEADER PORTAL**

- 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

Improved Unit Onboarding



PLAN YOUR FUNDRAISER

2 -3 MINUTES AND YOU'RE ALL SET!

Step 1: Log In

- Log into the Leader Portal and Click the Plan Your Fall Fundraiser Button in the top-right of the dashboard.

Step 2: Set Your Goal

- If you haven't set your 2026 Goal, the built-in Trail's End Adventure Plan will guide you through the process.

Step 3: Storefronts

- Set your location, preferred travel radius and blackout dates to ensure your Unit is assigned optimal selling opportunities.

Step 4: Review and update Unit Leadership roles

Step 5: Set up your bank account (optional)

- Adding this information assures timely payouts to your Unit
- If you don't know it, skip it and add it later!

Step 6: Review and Complete

- Congratulations - you are now prepared for a successful 2026 Fall Fundraiser!



2025 HIGHLIGHTS

1,860 UNITS SOLD FOR THE 1ST TIME	2,760 UNITS SOLD \$10,000+
11,875 SCOUTS SOLD FOR THE 1ST TIME	23,860 SCOUTS SOLD \$1,000+

\$480 FREE POPCORN FOR NEW UNITS*

Plus Storefronts reserved for you

*Terms and conditions apply



OVER 70% STAYS LOCAL

PORTAL.TRAILS-END.COM





[X Save & Finish Later](#)

2026 Onboarding

Commitment

Pack Goals

Storefronts

Review Pack Leadership

Payout Bank Account

Review & Complete

Pack Goals

Let's set your Fundraising Goal and your Sales Goal. These may be changed at any time throughout the Fundraiser.

Fundraising Goal \$2,000 [Edit](#)

We recommend a Sales Goal of \$5,264 for your Pack.

Your **Sales Goal** is your Pack's shared objective that you'll track your sales progress against. You can change this at any time during the fundraiser.

Recommended Sales Goal

Cover 100% of your Pack's Fundraising Goal.

\$5,264

Select Recommended Goal

Custom Sales Goal

Cover 100% of your Pack's Fundraising Goal.

Create Goal

Your Recommended Sales Goal is based on your...

- ✓ Budget needs
- ✓ Est. Scout participation
- ✓ Council's cut
- ✓ Pack fundraising experience
- ✓ Pack size

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 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

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

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

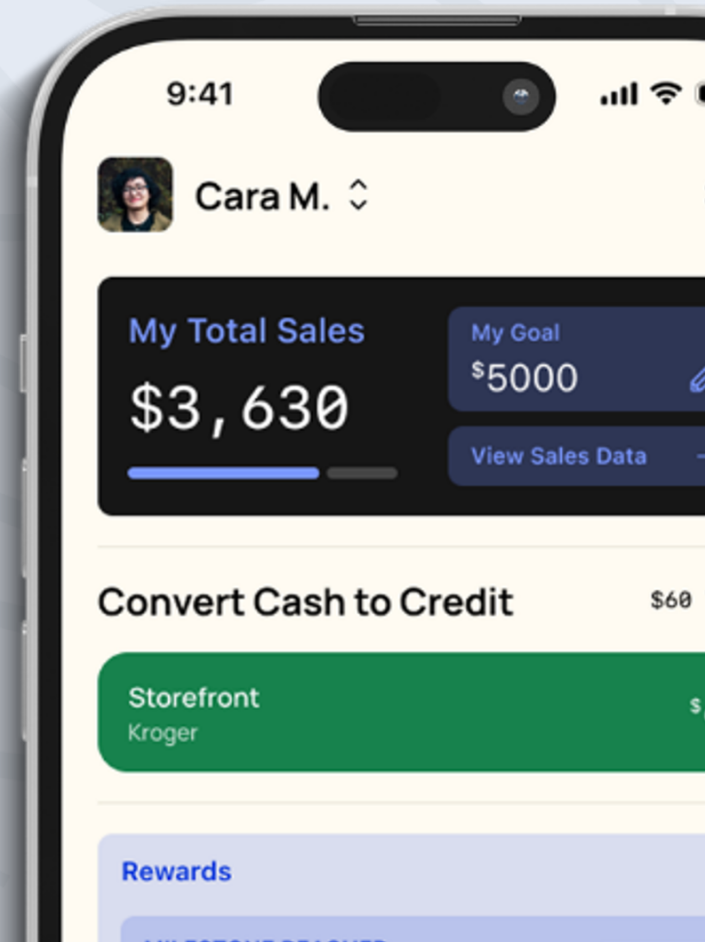


Scouts:

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

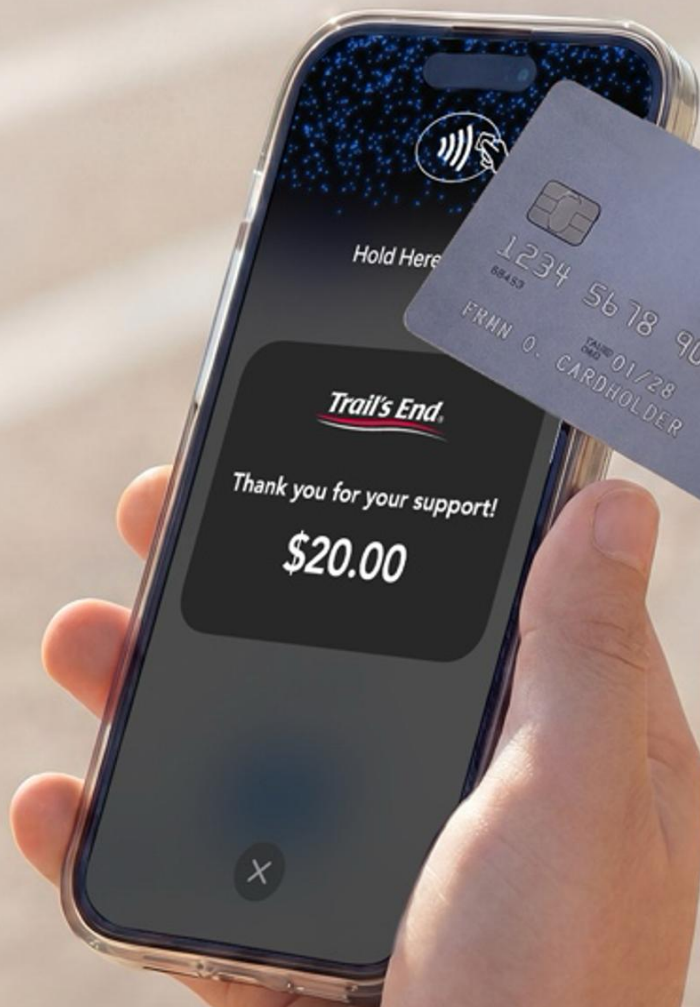
Parents:

- 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!

When the Sale Ends

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



**AND NOW
BACK TO
SCOUTING.**



2026 Products

- We only sell popular products & flavors that consumers purchase and enjoy every day.
- Now featuring Scouting America and Scouts in action.
- No artificial colors or flavors.

OVER
70%
STAYS
LOCAL**

NEW
FOUR
\$20
PRODUCTS*

**DESIGNED TO INCREASE
CONSUMER PURCHASES!**

**SIMPLIFIES SALE FOR
SCOUTS, LEADERS,
AND CONSUMERS!**

\$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

\$30



CHOCOLATEY PRETZELS

- Pretzel crunch covered in chocolatey goodness
- 12oz

2026 Council Key Dates

TIMELINE	TASKS
MARCH-JULY	- Unit popcorn kernel recruited - Sign-up to participate in the 2026 Popcorn Program at: https://ncacscouting.org/popcorn - Attend District Popcorn Training in May/June (back-up training on July 30) - Prepare unit budget and popcorn fundraising goals
JULY/AUGUST	- Hold a Popcorn kick-off for your unit - Log-in and get familiar with the leader's portal at: portal.trails-end.com/ - Have the Scouts create accounts through the Trail's End app - Reserve Trail's End secured storefront shifts through the unit onboarding process in the leader's portal - Contact local stores/churches/restaurants to find additional storefront show & sell locations not already reserved by Trail's End or your district
THROUGHOUT SALE	- Encourage Scouts to participate in online sales - Promote incentives and keep Scouts focused on a sales goal - Provide and fill as many storefront sales shift opportunities as possible - Keep in contact with your Scouts and their parents/guardians regarding deadlines and information
AUGUST	- Scouts start take-order sales! - Place first order by Aug. 2 - Pick-up first order on Aug. 15 (Check the Popcorn Guidebook for locations, dates, and hours) - Storefront sales start - Wagon sales start - Inventory replenishment opportunity on Aug. 28/29 (order by Aug. 23)

SEPTEMBER	- Pick-up additional product to replenish inventory as available from the MSSC by contacting the popcorn team and your District Executive - Place second order by September 7 (distribution on Sept. 19)
OCTOBER	- Inventory replenishment opportunity on Oct. 2/3 (order by Sept. 27) - Place third order by Oct. 4 (distribution on Oct. 17) - Review inventory and complete popcorn returns from Oct. 26-Oct. 31 - Encourage Heroes & Helpers donation sales
NOVEMBER	- Final weekend product pick-up opportunity on Sunday, Nov. 15 at Marriott Scout Service Center (MSSC) from 12-3pm. Schedule by e-mailing 082popcorn@ncacscouting ahead of pick-up. - Review online dashboard and review invoice - Collect Scout's money with checks made out to your unit
ON OR BEFORE DECEMBER 14	- Pay any balance due to NCAC - Double check Scout totals and submit rewards in the Trail's End system - Celebrate a successful popcorn program!

Download the Unit Kernel Checklist with these dates here: https://ncacscouting.org/wp-content/uploads/2026/05/2026-Unit-Kernel-Checklist_updated-5.7.26.pdf

Distributions

Distribution Order Due Dates

- Initial Order: **August 3**
- Order 2: **September 7**
- Order 3: **October 5**
(Chocolate available)

Distribution Dates

- Distribution 1: **Aug. 15**
- Distribution 2: **Sept. 19**
- Distribution 3: **Oct. 17**

Distribution: Guaranteed product order. Units should use distributions for their primary product needs.

Home Delivery!: Available to units who place orders of \$10,000* or above. Take advantage of this amazing NCAC provided benefit!

Sites: For orders of less than \$10,000, check the site schedule to see when sites are open or closed and where your district will be picking-up product.

*subject to change

	>>		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.

Distribution Sites & Schedule



Site	Districts
Two Men and a Truck , 5918 Farrington Ave., Alexandria, VA 22304 Aug. 15, Sept. 19, Oct. 17 – 9:00-11:00AM	Accotink Bay, Burke Lake, Four Mile Run, Washington DC, Wolf Trap
Moyer and Son's , 13050 Shawnee Lane, Clarksburg, MD Aug. 15, Sept. 19, Oct. 17 – 8:00-10:00AM	Frederick, Potomac, Seneca, White Oak
Cargo Transport , 44190 Mercure Circle, Dulles, VA Aug. 15, Sept. 19*, Oct. 17* – 8:00-10:00AM	Loudoun, Cub Run, Difficult Run, Piedmont, Prince William
Stafford County Airport , 95 Aviation Way, Fredericksburg, VA Aug. 15, Sept. 19*, Oct. 17* – 8:00-10:00AM	Aquia, Mattaponi
Park & Ride – Mattawoman-Beantown , 3220 Mattawoman Beantown Rd., Waldorf, MD 20601 Aug. 15, Sept. 19*, Oct. 17* – 8:00-10:00AM	Prince George's, Western Shore

*Location could be closed on that date, due to low demand. You will be communicated with in advance if your location will be closed and re-routed to another site.

Home Delivery available to units who order \$10,000 or more per distribution!

Replenishments

A replenishment order is an opportunity to pick up more popcorn product in between distribution orders. Product availability is not guaranteed for replenishments.

Order Due Dates

- Replenishment 1: **Aug. 23**
- Replenishment 2: **Sept. 27 (Chocolate!)**
- Replenishment 3: **Nov. 12**

Pick-Up Dates

- Replenishment 1: **Aug. 28/29**
- Replenishment 2: **Oct. 2/3**
- Replenishment 3: **Nov. 15**

Aug. & Sept. Warehouse Location

Two Men and a Truck, 5918 Farrington Avenue, Alexandria, VA 22304

Aug 28 & Oct. 2: 5:30-7:30PM

Aug. 29 and Oct. 3: 9:00-11:00AM

Nov. Warehouse Location

Marriott Scout Service Center, 9190 Rockville Pike, Bethesda, MD 20814

Nov. 15: 12:00-3:00PM

Product can not be guaranteed through replenishments and will be available on a first come; first serve basis, with priority to those units who placed a replenishment order in the Trail's End system. Units who did not place an order will be asked to wait until all units who did have picked up their popcorn. No home deliveries for replenishments.



Mid-Size Car



20 Cases



Small SUV



40 Cases



Crossover



40 Cases



Mini-Van



60 Cases



Large SUV



70 Cases



Full-Size Van



70 Cases

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

Return Policies:

- Units may return up to 10% of their total traditional popcorn order, only if both conditions are met:
 1. Only full, un-opened cases may be returned.
 2. Units must have at least 12% Heroes & Helpers sales (based on the TE app)
 - Fill Take orders from unit inventory before returning popcorn to the council.
 - No Returns will be accepted after October 31st.

Return Dates:

October 26-October 31

Return Times:

Oct. 26-30 – 1:00 to 4:00PM

Oct. 31 – 9:00 to 11:00AM

Return Location:

Marriott Scout Service Center
9190 Rockville Pike
Bethesda, MD 20814

Examples:

- Unit XYZ orders \$10,000 in popcorn and sells \$3,000 in Heroes & Helpers (which is 30%). Unit XYZ **can** return up to \$1,000 in popcorn (10% of their order)
- Unit XYZ orders \$10,000 in popcorn and sells \$200 in Heroes & Helpers (only 2%). Unit XYZ **cannot** return popcorn because they did not meet the 12% Heroes and Helpers requirement

Commissions

- Traditional (Wagon/Take-Order/Storefront):

35%

- Online Sales Commission: 30%



Trail's End®

2026 NEW UNIT PRODUCT PROMOTION

NO RISK! NO UPFRONT COST!

**\$480 OF FREE POPCORN FOR NEW UNITS
STOREFRONTS RESERVED FOR YOU**

Who qualifies:

Units that did not sell in any popcorn fundraiser traditionally (Storefront or wagon) in 2025

What do new Units get:

100% commission on one case of White Cheddar and one case of Sea Salt (\$480 retail)

What's required:

(1) Minimum two 2-hour storefront shifts (4 hours total), (2) two cases must be sold by 10/31, and (3) record all sales in the Trail's End App

When will credits be issued:

No later than 11/13/2026



"We got our free popcorn and I couldn't believe how quickly we sold it. We ended up **making \$27,593 in our first year.....our best fundraiser ever!**"

Madhavi Koritala, Troop 2605
Unit earned \$27,593 (\$70,832 sales)
Scouts earned avg \$788 (\$2,023 sales)



**VIEW
PROMOTIONAL
DETAILS**



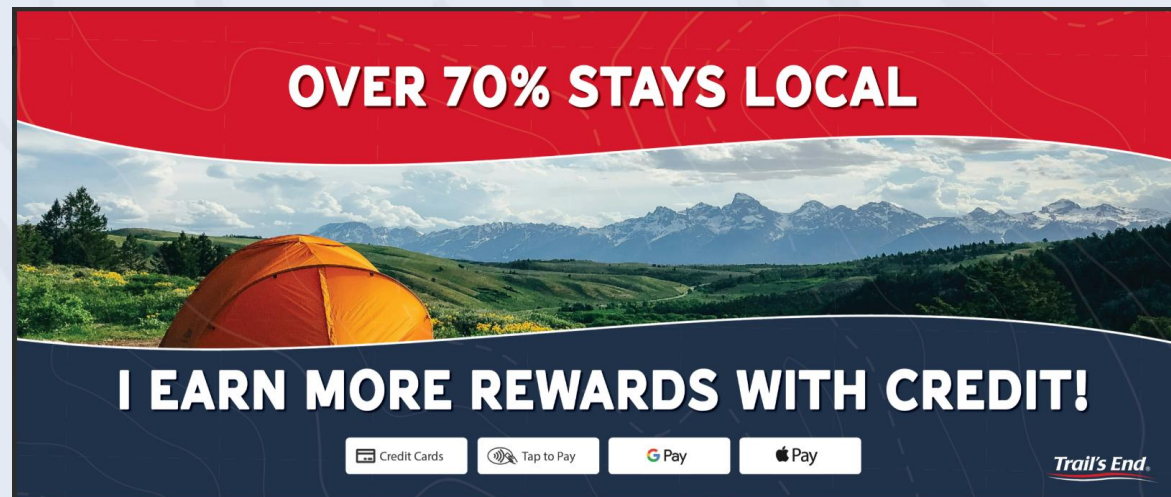
**DON'T MISS OUT!
REGISTER TODAY!**

Questions? Contact us at support.trails-end.com

Free Banners

The units who had total sales in the top 100 of all units in 2025, who sign-up for popcorn in 2026, by July, 1 will each receive one free banner!

All new units that did not participate in popcorn in 2025, who sign-up for popcorn in 2026, by July 1, will each receive one free banner!



Order extra banners here for \$25 each:
<https://trails-end-2026-banners.square.site/>

Scout Shop Gift Card Unit Incentive

Requirements:

- Sign-up your unit for the Popcorn program through the Trail's End [portal](#) by July 1.
- For every five Scouts that sell at least \$650 of popcorn by December 14, the unit will earn \$20 for a Scout Shop Gift Card

Details:

Number of Scouts selling at least \$650	Gift Card Amount for the Unit
5	\$20
10	\$40
15	\$60
20	\$80
25	\$100
Each additional 5 Scouts will earn an additional \$20 for the unit on the Scout Shop gift card	

Example:

Pack 9190 signs up on June 15 and has 30 of their 50 Scouts each sell at least \$650, by Dec. 14. The Pack will earn a \$120 gift card to the Scout Shop!



Scout Incentives



Participant Patch

Patches!

The **participant patch** will be available for sale for \$4.00 each. Units can purchase as many of these patches as they would like! Patches can be purchased from: <https://councilstuff.com/082> and will be available at the end of the popcorn campaign.

The special limited edition **Achiever Patch**, a Council Shoulder Patch will be awarded to every Scout who has logged \$650 or more in sales through the Trail's End app by December 14. These patches will be delivered to units after the program is concluded and the unit's balance due to Council is settled.

New this year: returning units that grow their sale over last year by Dec. 14 or new units who did not sell last year but have at least \$4,000 in sales, by Dec. 14, each will earn 4 additional Achiever patches to be award by the unit to adult unit leaders.

*Patch designs subject to change



Achiever Patch

Free Camp!

Scouts who sell \$4,000 or more in sales, by December 14, will receive a voucher for one week at a NCAC summer camp!

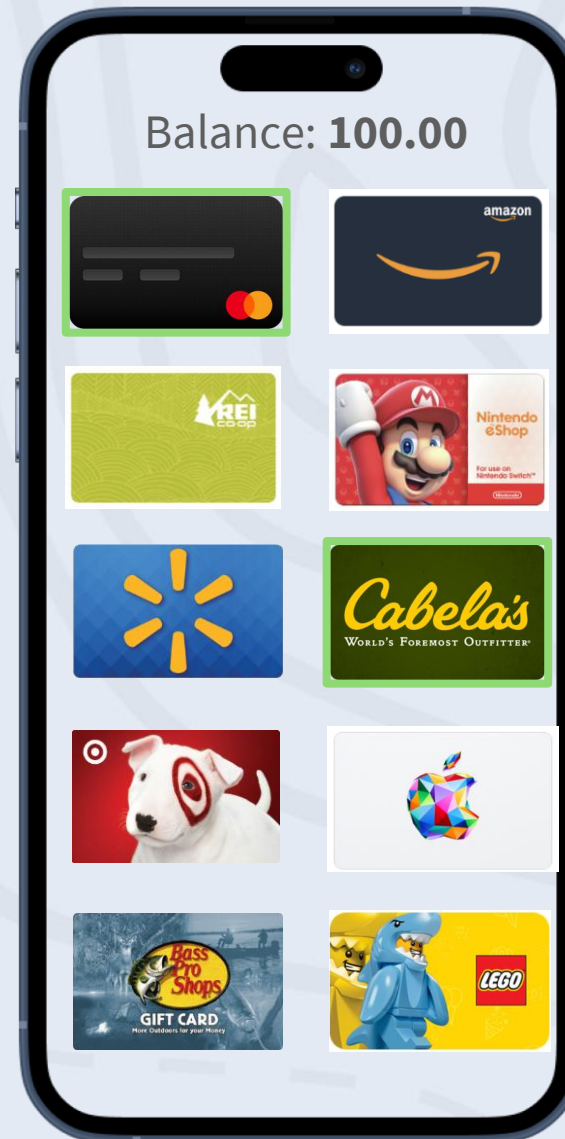
Vouchers will be valid towards a District Day Camp, Goshen Scout Reservation, Camp William B. Snyder, Camp Catoctin, or NYLT.

Vouchers are non-transferable and must be used during the 2027 camping season.



WE MAKE YOUR LIFE EASIER TE REWARDS

- ✓ Scouts Claim e-Gift Card from App
- ✓ Can Be Split Across Retailers
- ✓ Uncapped Levels to Incentivize
- ✓ Many Top Retailers



AMAZON
TARGET
WALMART
PREPAID MASTERCARD
DICK'S SPORTING GOODS
NINTENDO
REI
GAMESTOP
BASS PRO SHOPS
BEST BUY
CABELA'S
APPLE
LEGO
XBOX
PLAYSTATION

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](https://www.facebook.com/NCACPopcornCommunity)

Contact the NCAC Popcorn Team at: 082popcorn@ncacbsa.org

NCAC Popcorn Webpage: www.ncacscouting.org/popcorn

NCAC Popcorn Facebook: <https://www.facebook.com/NCACPopcorn>

TAKE ME TO SUPPORT



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

Trail's End®

**TAKE ME TO
THE LEADER
PORTAL**

