

2026 Popcorn Kernel Guide



2026 POPCORN KEY DATES

Tuesday, June 23; Wednesday, June 24

Popcorn Training Meeting

July 15

TE Storefront Claiming

Monday, July 27

"Show and Sell" first order due

August 6 or 7

"Show and Sell" Popcorn Distribution

Friday, August 7

Council Popcorn Kickoff

Saturday, August 8

Ready, Set, Go! Popcorn Sales Starts

Monday, August 17

"Show and Sell" Order #2

Wednesday, August 26

"Show and Sell" #2 Popcorn Distribution

Monday, August 31

"Show and Sell" Order #3

Monday, August 31

"Show and Sell" Returns (up to \$5,000)

(By Appointment Only, before noon. Must call between 8-11am Monday for returns)

Boxes are NOT opened and NO writing

Wednesday, September 9

"Show and Sell" #3 Popcorn Distribution

Monday, September 14

"Show and Sell" Order #4 (if needed)

Wednesday, September 23

"Show and Sell" #4 Popcorn Distribution

Wednesday, October 30

Final Payment Due. 2% late charge each week will be assessed on November 2

(By Appointment Only, before noon)

2026 POPCORN SALES COMMISSION

COMMISSION STRUCTURE	DESCRIPTION	%
Base	Standard Commission for every unit that sells popcorn.	34%
Scouts Honor Bonus	<u>This is now part of the base commission due to an error with Trails End—</u> Attend a Kernel's Training Meeting. (Kernel or Co-Kernel)	0%
	One of the following (Treasurer or Cubmaster or Scoutmaster)	1%
Heroes and Helpers Bonus	Increase your Heroes and Helpers donations from last year's total donations. (Increase by \$250 or higher)	1%
More Scouts Bonus	Increase the number of scouts selling from last year. <u>All</u> Scouts, new and returning sellers, must sell \$500 in product. (online or traditional sales)	1%
Total		37%
2 Online Sales	Separate from regular sales commission.	30%



Every Scout who sells \$2500 above in popcorn either online , storefront or door to door will receive a special Scouting America coin.



1.75 inch



Every Scout who sells one item will receive the 2026 Popcorn Sales CSP patch.



Every Scout who sells \$100 or more in Hero's and Helpers will receive the 2026 Heros and Helpers CSP patch.

And if the Scout sells over \$250 a special pin will be earned.

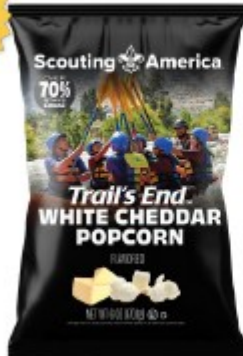


And don't forget to sign up for the Popcorn Kickoff!

**August 7th at the Council Office—
registration is open.**

2026 TRADITIONAL PRODUCT LINEUP

\$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

Remember online offers a few different items including chocolate but chocolate doesn't ship until November or later.



SUPPORT OUR HEROES AND HELPERS™!

By providing your support to Scouting, you're helping bring heartwarming snacks to military personnel and their families, first responders and local food banks!

Every Hero Deserves a Snack!

All donations go towards supporting our Local Heroes & Helpers!

And Scouts earn incentives!

ORDERING, DISTRIBUTION & RETURNS

PRODUCT	ITEM PRICE	CASE PRICE	ITEMS PER CASE	PACKAGING
Sea Salt 5 oz	\$20	\$240	12:1	Bag
White Cheddar Popcorn 6 oz	\$20	\$240	12:1	Bag
<i>Salted Caramel Popcorn</i> 11 oz	\$20	\$240	12:1	Bag
Sweet and Salty Kettle Corn 4.5 oz	\$20	\$240	12:1	Bag
Microwave Butter Popcorn 12-pack	\$25	\$150	6:1	Box

POPCORN ORDERING, DISTRIBUTION & RETURNS

PLACING ORDERS

1. Contact support@trails-end.com if you do not know your username and password.
2. Login at <https://portal.trails-end.com>
3. Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn".
4. Click the "Choose Delivery..." button and choose the order you are placing.
5. Enter the quantities that you wish to order in the adjustment column.
6. Click SUBMIT when you are finished with your order.
7. You will receive an order confirmation to your email address once your order is approved by the Council.

GETTING YOUR POPCORN

Orders may be picked up at GYC Modesto Office. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on the Unit's behalf. **You must take your entire order at your pick-up time.**

Contact your Council for more information on getting your popcorn and replenishment of popcorn.

POPCORN RETURNS

Please return any unsold products in their original cases to assist in processing. No damaged or open individual containers will be accepted for returns. Up to \$5000 worth of popcorn will be accepted. Please schedule a time for returning your unsold popcorn with Robin Wilson at robin.wilson@scouting.org or 209-471-0070.

****POPCORN BOXES MUST BE UNOPENED, UNMARKED AND UNDAMAGED TO BE ACCEPTED AS A RETURN****



HOW TO SELL \$2,500

Sell for 14 hours, fund your entire year of Scouting!

STEP
1

Create a Trail's End account for your Scout.

- Text APP to 62771 to download the Trail's End App.

STEP
2

Make a list of 30+ people you know to ask for support.

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

STEP
3

Draft your Scout's sales pitch.

- Example: Hi ****customer's name****, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

STEP
4

Build your Scout's personalized fundraising page.

- Once signed into the app, go to **Online Direct** and then **Manage Page**.
 - Upload a picture of your Scout smiling, preferably in their Class A uniform.
 - Paste your sales pitch into the **About Me** section.
 - Select your **Favorite Product**.

STEP
5

Ask for support.

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
 - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

STEP
6

Ask for support in the neighborhood.

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood



\$2,565 POPCORN GOAL



(x24)



(x24)



(x36)



(x24)



(x12)



(x35)

CODE OF CONDUCT

(FOR ANY SHOW & SALES METHOD)

Guidelines for Scouts & Leaders Selling Popcorn

- All Scouts participating at a popcorn booth, or walking a neighborhood to sell popcorn will wear their Field uniform. It is recommended that registered adults wear their Field uniforms or Unit T-shirt. Parents can wear their Unit T-shirt.
- The Scout and/or adult volunteer will not participate in the act of panhandling (i.e., directly asking for the donation of money instead of selling popcorn.) Use Heroes and Helpers to aid your sales.
- Storefront popcorn booths will be setup in the area designated by the store manager.
- The Scouts will not ambush or crowd customers as they come in and out of the store. The Scouts will stay at a distance as designated by the store manager.
- **Leave your sale site area clean when you leave.**
- If by any chance two Scout units show up to the same storefront to sell popcorn, the adult volunteers will work out the issue without involving the store manager or Council. No more than one unit per storefront.
- All Scouts and adult volunteers will use clean and kind language. There shall be no profanity, put-downs or verbal taunting, as this is unacceptable.
- All Scouts will behave in a friendly manner. Punching, “play fighting”, climbing on trash cans and store pillars, throwing objects, and any deliberate attempt to cause physical harm or damage to the property is unacceptable.
- The Scouts and adults will always abide by store rules when selling at a storefront or on business property, in addition to the other bullet points on this document.

Parents!

- **ALL CASH DONATIONS/TIPS units receive during storefront sales should be *put towards their Heroes & Helpers donations collected. Remember Scouts earn more points to earn E-cards.***

POPCORN CONTACTS

Position	Name	Phone	Email
Council Kernel (Volunteer)	Kelly Osterhout	209-614-6194	kelly@bluesierrafarms.com
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