



2026

Popcorn Season

YOUR POPCORN KERNELS:

LISA EBERSOLE | 209.735.1444
MANDY HERON | 209.324.6753



PARENT'S GUIDE

CONTENTS

- **Vision**
- **How we got here**
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VISION

Be visible in our community and nurture/gain support.

Cub Scouts and pack families strengthen their participation with the pack.

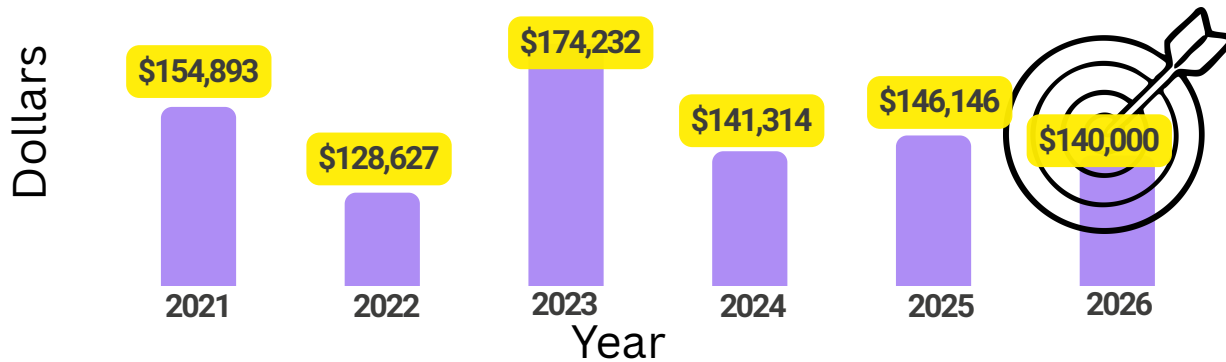
Be fully funded as a pack and grow membership.

Build up our Cub Scouts and prepare them to sell.

Work together to support each other.

Meet and exceed our pack goal.

2025 LOOK BACK



34 Cub Scouts sold popcorn in storefronts in 2025

34

CUB SCOUTS

17 Cub Scouts accounted for 75% of total sales

17

CUB SCOUTS

11 Pack 365 Cub Scouts were in the top 20 sellers in Greater Yosemite Council

11

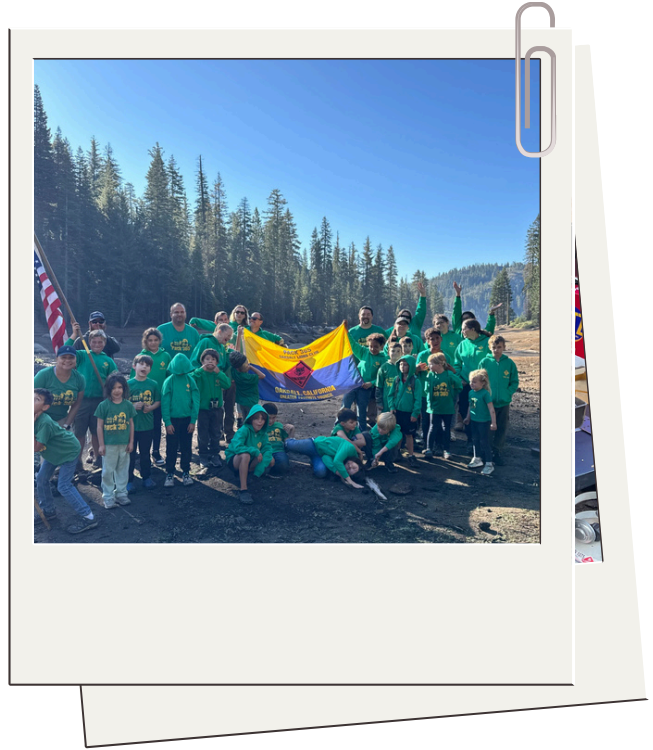
CUB SCOUTS

Scout Name	Amount	Scout Name	Amount	Scout Name	Amount
Pack 365 Hasen&Sawyer G	\$11,773	Troop 451 Tyler J	8,442	Pack 525 Bobby L	\$5,837
Pack 365 Zackary L	\$11,726	Pack 365 Jax E	\$7,745	Pack 580 Abraham T	\$5,672
Pack 365 Daniel&Brian B	\$11,565	Troop 2451 Alana F	\$7,892	Pack 199 Link H	\$5,504
Pack 365 Leland C	\$11,258	Pack 451 Jaxon L	\$7,850	Pack 10 Hillian F	\$5,446
Pack 365 Cassandra S	\$11,046	Pack 828 Jackson P	\$7,568	Troop 51 Lukas C	\$5,341
Pack 365 Daniel S	\$11,031	Troop 2451 Grace A	\$6,738	Troop 50 Hunter H	\$5,324
Troop 51 Trayton B	\$9,828	Pack 365 Emery&Rowen F	\$6,156	Pack 525 Nicholas L	\$5,263
Pack 365 Merrick H	\$9,357	Pack 365 Harley E	\$6,544	Pack 199 Lilly R	\$5,069
Pack 199 Andrew "AJ" B	\$8,530	Pack 199 Aviyah M	\$6,431	Troop 365 Rhet H	\$5,025
				Pack 580 Lucas H	\$5,004

Greater Yosemite Council Top Popcorn Sellers in 2025



WHERE THE MONEY GOES (AKA, WHY WE FUNDRAISE)



Fundraising = **More adventures, more memories, more magic** for every Scout

Ever wonder what all that popcorn-selling power supports? It's not just snacks—it's the fuel behind everything that makes Pack 365 **awesome**.

Fundraising helps cover the essentials (like operations, registration, awards, and leader training), but more importantly—it brings the FUN to life. Think campouts, Pinewood Derby races, fishing days, parties, and all the unforgettable moments your Scout talks about all year long.

It also helps us keep Scouting **accessible** for every family through scholarships, supplies, and shared equipment—so **every Scout gets the full experience, no matter what**.

And let's not forget... Scouts earn cool rewards too—from gift cards to prizes—just for being part of the action.



2026 INCENTIVES

\$50

Popcorn Shoulder Patch

\$250

1 Pack T-Shirt (any size) or Canteen

\$500

Pie Your Leader!
Trails End Gift Card

\$750

1 Pack Sweatshirt (any size) or Backpack
Trails End Gift Card

\$1,000

Blue & Gold Banquet (Scout +1)
Trails End Gift Card

\$1,250

Ice Skating (Scout +1)
Trails End Gift Card

\$1,500

Pack Campout* (Scout +1)
Trails End Gift Card

\$1,750

Trails End Gift Card

\$2,000

2025 Full Registration
Trails End Gift Card

\$2,500

The Tech Interactive, San Jose (+1)
Trails End Gift Card

\$3,000

Pack Campout* (Scout +1)
Trails End Gift Card
Council Scout Bucks

\$3,500

Choose your own Adventure up to \$70**
Trails End Amazon Gift Card
Council Scout Bucks

\$4,000

Santa Cruz Beach Boardwalk + Sanctuary Exp (+1)
Trails End Gift Card
Council Scout Bucks

\$4,500

Oakland Zoo with VIP Tour (+1)

\$5,000

Trails End Gift Card
Council Scout Bucks
Council Stockton Kings Party
\$100 towards a GY Council event

\$5,500 Take Away

Pack 365 Canteen OR Mess Kit
Personalized with Scout's Name

\$6,000

USS Homet Overnighter (+1)
Trails End Gift Card
Scout Bucks



*Campouts are two times a year, each campout earned is for ONE campout, the scout +1. These incentives are not to be combined.

**Choose your own family Adventure - aligned with scouting, requires pre-approval.



2026 INCENTIVES

\$7,500

Choose Your Own \$150 Scouting Adventure!*

+Trails End Gift Card

+Scout Bucks

\$9,000

Choose Your Own \$200 Scouting Adventure!*

*Up to \$150/\$200 Towards a Scouting Adventure – Examples include:

Scout Summer Camp, Whale Watching, Sporting Events, Great Wolf Lodge, Monterey Bay Aquarium, Alpine Climbing Pass, Zoo Passes, Kids Scuba, etc. Incentives must be redeemed all at once, for the same activity, not several small adventures. If both levels are earned, they can be combined into one \$350 adventure. Adventure approval from Pack 365 Executive Committee is required for reimbursement to be issued. Please email familypack365@gmail.com with a discription of the adventure you would like to purchase for approval before purchasing.



\$10,000

Trails End Gift Card

Scout Bucks

\$11,000

Choose Your Own Theme Park!. Choose ONE...**

- Disney Family Experience
- Universal Studios Family Experience
- Six Flags Family Experience
- Santa Cruz Boardwalk Family Experience
- Legoland Family Experience

Choose a Park for a Family Experience

**Family Experience must include tickets for admission (can be included in a package with hotel/flight, ex: Disney Resorts) Incentive must be redeemed all at once, for the same activity/trip, not several small adventures over several months. Reimbursement for family experience will not exceed \$1,420.00. Adventure approval from Pack 365 Executive Committee is required for reimbursement to be issued. Please email familypack365@gmail.com for approval before purchase.



\$12,000-\$17,500

Trails End Gift Card Continues to Grow!

Scout Bucks Continue to Grow!

Fine Print:

Must be an active scout to redeem incentives. All Incentives are use it or lose it. Incentives are only transferrable between siblings.

Webelos & AOLs can convert SOME incentives to a scout account (must talk with Lisa & key Committee PRIOR to popcom kickoff).

\$2,500, \$7,500, \$9,000 & \$11,000 incentive levels: these are not pack events. Scouts who earn these levels will purchase their incentive and get reimbursed by the pack. (Please speak to the Committee Chair or Cubmaster if reimbursement will be a hardship).

All incentives must be redeemed by 7/31/27.



2026 INCENTIVES



NEW REWARD OPTIONS* - PICK ONE OR MULTIPLE!

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



EARN MORE WITH HEROES AND HELPERS™

	Points* (per \$1 sold)
Heroes and Helpers	1.75 (credit & online) / 1.5 (cash)
App Credit & Online	1.25
App Cash	1

Each sale only accrues points in the applicable category above in which it will earn the most points

Cash to Credit™
Earn an additional 0.25 point per \$1 converted. Points for Storefront cash converted are split among Scouts working the store that day.

EARN MORE WITH ONE SCOUT & PARENT STOREFRONT SHIFTS

2025 Bonus Rewards*

Jun 30 8pm ET - Nov 30 6:59pm ET

Sell \$500 or more per hour per Scout

- Earn 1 bonus point per dollar sold

Sell \$300-\$499 per hour per Scout

- Earn 0.5 bonus point per dollar sold

Sell \$500 or more online

- Earn 250 bonus points

Levels	Points	eGift Card DELIVERED BY TRAIL'S END
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



2026 INCENTIVES

Scout Bucks!



Scout Bucks can be used at the Gold Dust Scout Store or towards any Greater Yosemite Council Event/Camp.

Scouts earn Scout Bucks when they hit \$3,000 in sales

Visit the Greater Yosemite website for events:

<https://www.yosemitescouting.org>

Gold Dust Scout Shop: [4031 Technology Dr](#)
[Modesto, CA 95356](#), 209-593-9700



MORE THAN A FUNDRAISER—IT'S A GROWTH EXPERIENCE

Scouts Learn

- The value of hard work
- How to earn their own way
- Public speaking ability
- Communication skills
- Salesmanship & social skills
- Setting & achieving goals
- Money management



PARTICIPATION REQUIREMENTS

To keep our program running **without pack dues**, every Scout helps by participating in popcorn sales.

What's Required

Each Scout completes:

➔ 4 storefront shifts during popcorn season. Storefronts bring in **90% of our sales, with each 2-hour shift averaging \$500+!** Every shift helps us reach our goals fast.

Have More Than One Scout? We've Got You

We know juggling multiple kids can be a lot—so we offer flexible options.

Choose What Works for Your Family

Option 1: One Family Account

- Use one shared Trails-End account for all Scouts
- Scouts work together toward one set of prizes & rewards
- Easier to manage (one login, one total)
- Each Scout still completes their required shifts

Option 2: One Account Per Scout

- Each Scout has their own Trails-End account
- Each Scout earns their own prizes & incentives
- Great for a little friendly competition
- Each Scout still completes their required shifts
- Shift Requirements for Multiple Scouts

Scout #1: 4 shifts

Scout #2: 4 shifts

Scout #3+: 2 shifts each



WHY YOUR PARTICIPATION MATTERS

Your participation helps cover everything—events, awards, supplies, and experiences—so we can keep Scouting affordable (and fun!) for everyone.

Annual dues are **\$400* per Scout, BUT most families don't pay it!**

How to Waive Your Dues

- 4 storefront shifts
- OR
- 2 shifts + \$1,000 in online/wagon sales

Why It Matters

Every dollar raised goes right back to your Scout.

It fuels the moments they love—Pinewood Derby races, campouts, awards, supplies, and all the fun that makes Pack 365 such a strong program. This is what it takes to run our pack each year and keep it thriving.

Our goal is simple: You don't pay dues—you participate instead.

By jumping into popcorn season, you're not just covering your costs—you're helping create an amazing experience for every Scout.

If your situation is unique, don't worry—we're here to support you.

Scout Motto: Do Your Best

Let's make this our biggest popcorn season yet!

Go Pack 365!

*See the Dues Work Up in the Appendix



STOREFRONT SALES GUIDE



Storefronts bring in **90% of our sales**, with each **2-hour shift averaging \$500+**! Every shift helps us reach our goals fast.

First, Sign Up for a Shift

Use the Trail's End App or visit trails-end.com:

- Log in
- Tap Menu > Storefront Sales
- Tap the calendar icon (top right)
- Blue dates = available shifts
- Tap "View Shifts" and "Sign Up"

Next, show up at your shift and:



First Shift of the Day

- Arrange pick-up with Mandy for popcorn & supply kits
- Arrive 30 mins early to set up
- Inform the manager of the store you have arrived .
- Set up near exits and be fully ready at start time

Last Shift of the Day

- Break down empty boxes (take them home—don't use store dumpster)
- Return popcorn & supplies to: Mandy Heron, 505 Dales Pony Ct.

**POPCORN IS PICKED UP AND DROPPED OFF TO:
MANDY HERON, 505 DALES PONY CT, 209.324.6753**

Shift Success Tips

- Class A uniform for Scouts; adults wear uniform or Pack shirt
- Scout leads with pitch:
 - _"Hi! I'm earning my way to __. Can I count on your support?"
- Scout hands menu, brings customers to the table
- Parent completes order on the app
- Offer upgrades and ask for a military donation
- Text kernel if you run low on any flavor
- No chairs—stay active and engaged
- Keep it fun! Play mini games, track goals (e.g. "24 bags left!"), bring snacks & water

PRO TIP: invite family and friends to your store front and share on social media

Let's crush our popcorn goals—one shift at a time! 💪



STOREFRONTS 2026



Ace Hardware (Modesto) 1800 Oakdale Rd. Modesto, CA 95355 (209) 488-4224

Ace Hardware (Oakdale) 1010 E F St, Oakdale, CA 95361 (209) 847-3084

Bass Pro Shops (Manteca) 1356 Bass Pro Dr Manteca, CA 95337 (209) 825-8400

Savemart (Modesto) 3401 Oakdale Rd. Modesto, CA 95355, (209) 272-8494

Savemart (Oakdale) 1449 East "F" St, Oakdale, CA 95361, (209) 847-7044

Savemart (Modesto) 801 Oakdale Rd. Modesto, CA 95355 (209) 569-0240

Lowes (Modesto) 3081 Pelandale Ave, Modesto, CA 95356 (209) 545-7676

Savemart (Riverbank) 2237 Claribel Rd. Riverbank, CA 95367 (209) 863-1480

Oakdale Morning Market North 3rd St, Oakdale, CA 95361

PROTIP:

NEW to Popcorn? If you are scheduled before or after one of these experienced scouts, feel free to arrive 10 min early or stay 10 min late to watch what they do. You can learn a lot from these amazing 2025 popcorn sellers!

Emery & Rowen Fisher

Jax Ebersole

Daniel & Cassie Skilling

DJ & Brian Burket

Kasen, Sawyer & Everhett Garrett

Zach Lynch

Merrick Heron

Send your Storefront and Wagon Pictures to Lisa 209-735-1444

so we can share on FB and update the packet for next year!



WAGON SALES GUIDE

Sell anywhere, anytime—right from your own inventory!

What Are Wagon Sales?

Wagon sales let you check out popcorn inventory and sell it in person—**on your own time, in your own community.**

Where Can You Sell?

- Door-to-door in your neighborhood
- Family & friends
- Co-workers
- Neighbors
- Church or community groups
- Sports teams & events


How It Works

- Contact a Popcorn Kernel to schedule a pickup
- Check out inventory, 1 case of each at a time (no upfront payment required)
- Sell your popcorn wherever works best for your family
- Turn in collected money weekly at Den meetings
- Need to restock text Lisa

! Important: You're responsible for the value of any inventory checked out. \$1,200.00 max

Wagon Sales Tips for Success

 Send an email or text to friends/co-workers with:

- A photo of your Scout
- Their goal
- Popcorn options
-  Follow up in person—bring an order sheet or samples

 Map your route!

Print your neighborhood and plan 10–15 houses per outing

 Bring your setup:

Wagon, stroller, or basket + product + order form

 Support your Scout:

Walk up together or hang back and let them lead

 No answer?

Mark it and come back later



PRO TIP:

Short, consistent outings work best—10–15 houses per evening keeps it fun and manageable (and more likely to stick with it!).

Wagon sales = flexibility, confidence-building, and BIG earning potential



ONLINE SALES GUIDE

Big reach. Big results. Sell from anywhere!

What Are Online Sales?

Online sales are made by sharing your Scout's personal Trails-End link—friends and family can order (or donate!) from anywhere.

Where to Share Your Link

- Text messages
 - Emails
 - Social media (Facebook, Instagram, TikTok, etc.)
 - Friends & family
 - Co-workers
 - Even those “haven't talked in forever” contacts
- 👉 Think BIG—your network is bigger than you think!

How It Works

1. Get your Scout's personal sales link
2. Share it directly with your network
3. Customers order online (and can ship directly!)
4. Watch your Scout's sales grow

Proven Tips from Top Sellers ✨

- 🍿 Create a short, fun video of your Scout doing their popcorn pitch
- 🍿 Write a simple message with emojis + include your link
- 🍿 Message people individually (no group texts 🚫)
- 🍿 Reach out to everyone—not just close friends
- 🍿 Follow up with a thank you message or video

What Works Best

- ✓ Personal messages = more responses
- ✓ Short + genuine = more sales
- ✓ Consistency = bigger results

Pro Tip 🚀

People love supporting kids who are working hard—don't be afraid to ask!

Sample Message You Can Use ✉️

Hi! It's [Scout Name] and I'm in Cub Scouts!

I'm working hard to earn my way to fun adventures like camp and activities!

Would you support me? A big part of every order goes right back to our local Scouting program.

👉 [INSERT YOUR LINK]

Thank you so much!



Online sales = easy sharing, wider reach, and serious earning potential

POPCORN SALES: DO'S & DON'T'S

BE PREPARED. BE CONFIDENT. DO YOUR BEST.

Appearance Matters

DO: Dress to impress (wear your Class A uniform)

DON'T: Wear dirty or wrinkled clothes

→ **A Scout is clean. You represent Pack 365, our Council, and Scouting.**

Safety First

DO: Have an adult with you at all times

DON'T: Sell popcorn by yourself

→ **A Scout is prepared. Safety in numbers!**

Respect the Community

DO: Use sidewalks and walkways

DON'T: Walk through plants or on grass

→ **A Scout is respectful of others and their property.**

Use Your Manners

DO: Always say "please" and "thank you"

(even if they don't buy)

DON'T: Pout or walk away upset

→ **A Scout is courteous and kind.**

Be Prepared

DO: Hold up your price sheet for customers

DON'T: Forget it or leave it behind

→ **A Scout is trustworthy.**

Stay Engaged

DO: Stand in front and ask everyone who walks by

DON'T: Sit down or hide behind the table

→ **A Scout is hardworking.**

Scout Mindset

A SCOUT IS LOYAL... NEVER, EVER GIVE UP!



SALES PITCH

**HI! I'M _____ AND I'M
TRYING TO EARN MY WAY TO**

_____.
**CAN I COUNT ON YOUR
SUPPORT?**

Input “summer camp” or “scouting adventures” above.

Scouts can also repeat after their parents.

Customers are generally very gracious and love seeing young
people try hard things!





HI! I'M EARNING MY WAY TO CUB SCOUT ADVENTURES CAN I COUNT ON YOUR SUPPORT?



**Donation to support
military families
\$15**



IMPORTANT DATES



AUGUST

POPCORN SALES OPEN (ALL FORMATS)

1st Storefront shifts open @ 6pm

7th Council Kick Off @ GYC 6pm

8th Storefront shifts begin 6PM

SIGN UP FOR 1 BASS PRO SHIFT
TONIGHT! MONDAY AUG 4,
6:00PM*

*SIGNUP IN PERSON ON THE
CLIPBOARD WITH LISA.

*NAMES WILL BE DRAWN AT
END OF MEETING

SEPTEMBER

22nd Cruzin Critters Bring a Friend @6PM

25-27th Fall Campout

Last Day for Wagon Sales

Last Day for Online Sales

Last Day for Storefront Sales



CONTACTS

Have questions or need more information?

Please contact your Popcorn Kernels

LISA EBERSOLE | 209.735.1444

MANDY HERON | 209.324.6753

Mandy's Home Address for Popcorn Pick Up / Drop Off:

505 Dales Pony Ct. Oakdale CA 95361

By appointment only, call or text Mandy at 209.324.6753.

You can also ask any of the leaders or other seasoned parents in the pack if you need a little help or mentoring. Show up to a storefront 10 min early or stay 10 min late to watch other families and learn from them.

If popcorn is damaged/opened, please take a picture of the bag, barcode on bag and barcode on the box and send them to the kernel.



APPENDIX

DUES WORK UP

Dues Work Up	per scout per year (based on 50 scouts)
Pack Recharter, Office Supplies	\$25
Storage Unit	\$55
Leader Recharter	\$25
Leader Training	\$25
Recruiting	\$10
Planning Meetings	\$10
Den Supplies	\$10
Awards (patches, belt loops, etc.)	\$75
Advancement	\$45
Pack Parties (PWD, Swim Day, Christmas, etc.)	\$40
Popcorn Fundraiser Costs	\$30
Community Events (parades, service projects, etc.)	\$20
Camping Supplies	\$15
Incidentals	\$15
Total Dues	\$400





Cub Scout Pack 365 2026-2027 Event Calendar

**GET OUT
AND
CUB SCOUT**

Dave Ebersole, Cub Master
Lisa Ebersole, Committee Chair + Membership
Yesenia Nelson, Event Coordinator
Updated: 4/27/26



Scan through QR
Code to see in our



Available to Adopt use Sign Up Genius



Council Events



Popcorn Incentives



Recruitment Events/Bring a Friend

MAY 2026

4th Advancement

16th Fishing Day (Oakdale)

23rd Memorial Day Flag placement

25th Memorial Day Flag PU

JUNE 2026

14th Pack Pool Party (Riverbank)

JULY 2026

11th Hike | Natural Bridges

18th Lake Day + Hike @ Don Pedro



Visit the council website for registration
<https://www.yosemitescouting.org>

AUGUST 2026



1st Scout Day @ Stockton Ports

3rd Pack 365 Popcorn Kick Off

4th National Night Out



7th Council Popcorn Council KO

10th Den Meeting

17th Den Meeting

24th Den Meeting

31st Awards

SEPTEMBER 2026

7th Labor Day NO MEETING

14th Pack Parent Committee

21st Cruzin Critters

25th-27th Fall Campout

28th Awards

OCTOBER 2026

3rd Milk Barn Tour

5th Pack Parent Committee

12th Den Meeting

18th Rocket Day or 11th

19th Den Meeting

25th Halloween Party + Popcorn Awards

NOVEMBER 2026

2nd Pack Parent Committee

7th Scouting for Food (bag drop)

9th Veteran's Day Parade

14th Scouting for Food (bag PU)

16th Den Meeting

30th Awards

DECEMBER 2026

5th Oakdale Christmas Parade

7th FD Tour

14th Christmas Party!

TBD

Caroling with Seniors

Hike (Delta Bay Area) Lady Bugs

No meetings during holiday break

JANUARY 2027

4th Pack Parent Committee

11th Den Meeting

18th Den Meeting

25th Awards

TBD

Ice Skating in Oakdale

Popcorn Goal Incentive (Sky Zone?)

Popcorn Incentive Top Tier

FEBRUARY 2027

1st Pack Parent Committee

8th Den Meeting

PWD Race Day

22nd Awards & Blue and Gold

TBD

Hike

iFly

Feb 20th -Overnighter (Zoo, Ca Science)?

No meeting during Ski week



Cub Scout Pack 365 2026-2027 Event Calendar

**GET OUT
AND
CUB SCOUT**

Dave Ebersole, Cub Master
Lisa Ebersole, Committee Chair + Membership
Yesenia Nelson, Event Coordinator
Updated: 4/27/26



Scan through QR
Code to see in our
website



Available to Adopt use Sign Up Genius Council Events

Popcorn Incentives

Recruitment Events/Bring a Friend

MARCH 2027

1st Pack Parent Committee
8th Den Meeting
15th PD Tour TBD
22nd Den Meeting
29th Awards

TBD

Hike

Popcorn Incentives (Sundays to avoid bball)

APRIL 2027

12th Den Meeting
19th Raingutter Regatta
 16th -18th Spring Campout
24th Love Oakdale
26th Awards

TBD

Spring break 2nd -11th

MAY 2027

3rd Advancement
 22nd Memorial Day Flag placement -Oakdale Citizens Cemetery
 24th Memorial Day Flag PU



TBD USS HORNET May 1

JUNE 2027

TBD

Pack Pool Party (Riverbank)

Fishing Day (Oakdale)

Summer Campout

JULY 2027

TBD

Lake Day + Hike @ Don Pedro

AUGUST 2027



Scout Day @ Stockton Ports

GYC Popcorn KO

Pack KO

Pack year starts!