

MICHIGAN CROSSROADS COUNCIL, SCOUTING AMERICA

2025 POPCORN SALE GUIDE



PLEASE READ NEW RETURN AND PAYMENT POLICIES.
FINAL PAYMENT AND UNIT INCENTIVE ORDER DUE DECEMBER 1, 2025

Trail's End®

UPDATED JUNE 23, 2025

Scouting America
Michigan Crossroads Council

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POLICIES & PROCEDURES

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POPCORN TRAININGS

TUESDAY, JUNE 24TH | 7:00PM

Flint Service Center - Burton

TUESDAY, JUNE 24TH | 6:30PM

Marquette-Alger RESA Building - Marquette

WEDNESDAY, JUNE 25TH | 6:30PM

Lake Superior State Univ. Norris Center - Sault Ste. Marie

MONDAY, JULY 7TH | 7:00PM

Dauch Scout Center - Detroit

TUESDAY, JULY 8TH | 7:00PM

Clinton-Macomb Public Library - Clinton Twp.

TUESDAY, JULY 8TH | 4:30PM

DeVos Center for Scouting - Grand Rapids

TUESDAY, JULY 8TH | 7:00PM

DeVos Center for Scouting - Grand Rapids

WEDNESDAY, JULY 9TH | 6:30PM

Eagle Office - Eagle

THURSDAY, JULY 10TH | 7:00PM

Kalamazoo Service Center - Kalamazoo

THURSDAY, JULY 10TH | 7:00PM

Walled Lake Church of Christ - Walled Lake

MONDAY, JULY 14TH | 7:00PM

Ypsilanti Library - Ypsilanti

TUESDAY, JULY 15TH | 7:00PM

WCCC (Wayne Comm. College) - Taylor

TUESDAY, JULY 15TH | 7:00PM

Rochester Hills University Presbyterian Church - Rochester Hills

TUESDAY, JULY 15TH | 7:00PM

Mission Hill Church - Traverse City

WEDNESDAY, JULY 16TH | 6:00PM

Port Huron Lions Club - Port Huron

THURSDAY, JULY 17TH | 6:30PM

Auburn Office - Auburn

Register for Popcorn Trainings at <https://michiganscouting.org/popcorn-training/>

UPDATES FOR 2025

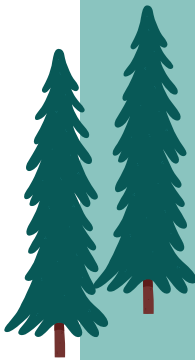
Local Kickoffs to help you!

Storefronts available sooner, with longer lead time.

New Payment Portal!

POPCORN SALE

Powered by Trail's End and You!



NEED HELP?

MCC WEBSITE

www.michiganscouting.org/popcorn

YOUR DISTRICT KERNELS

www.michiganscouting.org/popcorn

YOUR DISTRICT PROFESSIONAL

www.michiganscouting.org/staff-directory

MCC POPCORN

mccpopcorn@scouting.org

PAYMENTS

www.michiganscouting.org/popcornpayment

TO GET ALERTS ABOUT THE POPCORN SALE

Text "MCCPop" to 517-997-8039

CONTACT TRAIL'S END SUPPORT

TRAIL'S END UNIT SIGN UP

www.trails-end.com/unit-registration

TRAIL'S END PORTAL

login.trails-end.com

TRAIL'S END SUPPORT

www.support.trails-end.com/support/home



SCAN FOR A LIST OF
UPCOMING WEBINARS

ONLINE RESOURCES

CHECK OUT ALL OF THE ONLINE RESOURCES AVAILABLE TO HELP YOU!

Check out the almost 100 Trail's End Youtube for popcorn sale tips & tricks!

www.youtube.com/user/TrailsEndScouting



Details of the 2025 sale are subject to change.

MORE ONLINE RESOURCES TO HELP MAKE YOUR UNIT'S SALE THE BEST EVER!



App Training

Trail's End - 1 / 6



1. Trail's End App Leader Training: How It Works
Trail's End
1:01
2. Trail's End App Leader Training: Storefront Sales
Trail's End
2:02
3. Trail's End App Leader Training: Wagon Sales
Trail's End
1:39
4. Trail's End App Leader Training: Unit Credit Payments
Trail's End
1:31
5. Trail's End Scout Training: How to Sell with the App
Trail's End
2:01
6. Trail's End REWARDS: How the Program Works
Trail's End
1:59

Take Apple Pay, Google Pay, Cash App Pay in Scout App
Trail's End Popcorn
0:30

Cash to Credit in Trail's End Scout App
Trail's End Popcorn
0:29

Personalize Your Account in Scout App
Trail's End Popcorn
0:46

Record an Online Sale in Scout App
Trail's End Popcorn
0:40

Trail's End

SALES PITCH
0:44

Sales Pitch - Storefront Training 2024
Trail's End Popcorn

Trail's End

PARENT ROLE
0:40

Parent Role - Storefront Training 2024
Trail's End Popcorn

Trail's End

SCOUT ROLE
0:43

Scout Role - Storefront Training 2024
Trail's End Popcorn

Trail's End

OVERCOMING EXCUSES
0:54

Overcoming Excuses - Storefront Training 2024
Trail's End Popcorn

Trail's End

STOREFRONT PREP
0:46

Storefront Prep - Storefront Training 2024
Trail's End Popcorn

Trail's End

THE VALUE OF SELLING
0:33

The Value of Selling Popcorn
Trail's End Popcorn

WHAT'S NEW
4:45

What's New for Returning Leaders
Trail's End Popcorn

IDEAL YEAR OF SCOUTING
0:41

Ideal Year of Scouting
Trail's End Popcorn

UNIT KICKOFF AND FAMILY PARTICIPATION
1:58

Unit Kickoff & Family Participation
Trail's End Popcorn

LEADER PORTAL TRAINING
5:22

Leader Portal Training
Trail's End Popcorn

STOREFRONT BEST PRACTICES
1:53

Storefront Best Practices
Trail's End Popcorn

STOREFRONT RESERVATIONS & MANAGEMENT
1:44

Storefront Reservations & Management
Trail's End Popcorn

MANAGING INVENTORY
1:29

Managing Inventory
Trail's End Popcorn

END OF SALE PROCEDURES
1:59

End of Sale Procedures
Trail's End Popcorn



Scan this code to see all of the great videos!

Check out the almost 100 Trail's End Youtube for popcorn sale tips & tricks!

www.youtube.com/user/TrailsEndScouting

REFILL ORDERS are for upcoming storefront sales that take place before you can receive additional product from your monthly order. They are to be placed by Sunday night at midnight and should be available for pickup mid-late the following week.

AUGUST						
SU	M	T	W	TH	F	SA
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

SEPTEMBER						
SU	M	T	W	TH	F	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

OCTOBER						
SU	M	T	W	TH	F	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

NOVEMBER						
SU	M	T	W	TH	F	SA
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

DECEMBER						
SU	M	T	W	TH	F	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST

10	August order due to MCC
21-22	ALL MCC popcorn pickups
24	Refill Orders

SEPTEMBER

1	LABOR DAY
14	September orders due to MCC
1, 7, 14, 21, 28	Refill Orders
25-26	ALL MCC popcorn pickups



OCTOBER

5, 12, 19	Refill Orders
24	RETURNS DUE and possible partial Payment due for all prior pickups August - October
26	October orders due to MCC







NOVEMBER

6-7	ALL MCC popcorn pickups
26-28	Thanksgiving

DECEMBER

1	- FINAL PAYMENTS DUE! - - UNIT INCENTIVE ORDERS DUE -
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***Check your email or visit michiganscouting.org/popcorn for more information.**
Details of the 2025 sale are subject to change.

PACKAGE	PRODUCT	RETAIL COST	INCLUDES	CASE	COST
	KETTLE CORN (BAG)	\$20	(1) 4.5oz Sweet and Salty Kettle Corn	1:12	\$240
	POPPING CORN	\$20	(1) 28 oz Popping Corn	1:9	\$180
	WHITE CHEDDAR (BAG)	\$20	(1) 6 oz White Cheddar Cheese Popcorn Bag (contains milk and soy)	1:12	\$240
	SALTED CARAMEL (BAG)	\$20	(1) 11oz Rich Caramel Corn with just the right amount of salt.	1:12	\$240
	BUTTER POPCORN (BAG)	\$20	(1) 6 oz Delicious and made with real butter!	1:12	\$240
	UNBELIEVABLE BUTTER - MICROWAVE	\$25	(1) 12 pk microwavable combination of popcorn, oil, salt and butter	1:6	\$150
	HEROES AND HELPERS \$1+	\$1+	Send a gift of popcorn to our Heroes and local Helpers.		
For product quality assurance chocolately pretzels not available until September/October orders only. NO RETURNS ON CHOCOLATE PRETZELS					
	CHOCOLATEY PRETZELS	\$30	(1) 12 oz Perfect blend of pretzel crunch covered in chocolatey goodness.	1:12	\$360

RETURN LIMIT REMAINS 12% SEE PAGE 22 FOR DETAILS

12% of TOTAL INVOICED cases as the invoice states at return time.
Only one return is available per unit and must be received by warehouse staff in our warehouses before October 24, 2025.

Details of the 2025 sale are subject to change.



THANK YOU FOR SUPPORTING SCOUTING BY PROVIDING HEARTWARMING SNACKS TO MILITARY PERSONNEL AND THEIR FAMILIES, FIRST RESPONDERS AND LOCAL FOOD BANKS!

- When receiving donations earmarked for **'HEROES AND HELPERS'**, they are to be ordered under the correct dollar designation. Enter Military Donations at any specific full dollar value in 'Heroes and Helpers'.
- Remember that all App and cash donations received by your unit must be placed under the Heroes/Helpers. While funding your program by selling popcorn, cash donations are often received. Units turn in donated cash as Hometown Heroes. Use the \$1 Misc. Donation to capture these. This complies with IRS and BSA fundraising guidelines.
- **NO** product may be distributed directly through you to any of Heroes & Helpers locations. Additional documentation that requires recipient, MCC, and Trails-End signatures is needed to document the donation.

Q: WHAT IS HEROES AND HELPERS?

A: It is a way for Scouts and the public to say thank you to community heroes, including (but not limited to) Military, Police, Fire, EMS, etc.

Q: HOW DOES IT WORK?

A: It is just like selling any other product, but the customer does not receive any popcorn to take with them. The Scout receives the same amount of commission for the sale. The customer is supporting the Military and/or Heroes and Helpers program with the purchase.

Q: HOW MUCH IS IT?

A: Donations made to the Military can be any whole dollar value increment in the App and Online. The Hometown Heroes (which can include Military) can be any dollar value increment.

Q: HOW DO WE ORDER?

A: For App and Online, the order will roll automatically into your weekly orders.

Q: CAN WE DISTRIBUTE LOCALLY?

A: NO. Michigan Crossroads Council and Trail's End in conjunction with Soldiers Angels, Gleaners, and other statewide organizations will take care of product donations and the appropriate paperwork.

Q: CAN WE USE OUR LEFTOVER PRODUCT TO FILL THE MILITARY DONATIONS OR HEROES AND HELPERS WE SOLD?

A: No. You cannot trade out leftover product for Heroes and Helpers credit.



Details of the 2025 sale are subject to change.



Units need to audit their accounts, pay in full and confirm their rewards in the Trail's End system by December 1, 2025. See page 24 for audit details.

ALL UNIT BASE COMMISSION 30%

Additional 5% - Can be earned by attending a complete MCC sponsored training.

ALL UNIT ONLINE SALES COMMISSIONS 35%



ACCOUNT SUMMARY

OPEN BALANCES

UNIT COMMISSION DETAIL

Commission Type	%	Status
Base	30	<input checked="" type="checkbox"/>
Attended Training	5	<input type="checkbox"/>
Online	35	<input checked="" type="checkbox"/>

Go to your Account Summary tab and then Unit Commission detail.
Base and online commission is listed.

SCOUTS BUY THE PRIZES THEY WANT WHEN THEY EARN GIFT CARDS



Details of the 2025 sale are subject to change.

SCOUTS BUY THE PRIZES THEY WANT WHEN THEY EARN GIFT CARDS TO THE PLACES THEY LOVE



WHY DO LEADERS LOVE TRAIL'S END REWARDS?

- Less work!
- No collecting orders from families or distributing prizes.
- Simplified Sale Management.
- The Trail's End Leader Portal is a one-stop shop for everything, including prize ordering.
- Orders are tracked automatically for leaders when scouts sell with the App and online.
- It's easy to communicate and manage because face-to-face and online sales count towards Rewards.
- Trail's End helps train and motivate scouts through the App.
- Leaders can wrap up the fundraiser and get back to unit adventures faster!

WHY DO SCOUTS LOVE TRAIL'S END REWARDS?

- Scouts get to buy the prizes they want!
- The more you sell, the more you earn.
- Millions of prize choices on Amazon.com
- Get your prizes faster and delivered directly to you.
- Bigger and better prizes than ever before!

Did you know? Scouts that earn 2000 in points are able to cover their Scouting experience for an entire year!

Rewards earned in 2025 must be claimed in App by Scouts by June 30, 2026.

EARN MORE – EASIER! Scan the QR code to download the APP through Apple or Google Play to start earning today! Trail's End pays ALL TRANSACTION FEES!



EARN MORE ONLINE!

1.75 PTS PER \$1 SOLD

HEROES AND HELPERS (CREDIT AND ONLINE)

1.50 PTS PER \$1 SOLD

HEROES AND HELPERS (CASH)

1.25 PTS PER \$1 SOLD

APP CREDIT/DEBIT CARD (WAGON AND STOREFRONT) AND ONLINE SALES

1 PT PER \$1 SOLD

(CASH ONLY)

CASH TO CREDIT

EARN AN ADDITIONAL .25 POINTS PER \$1 CONVERTED. POINTS FOR STOREFRONT CASH CONVERTED ARE SPLIT AMONG SCOUTS WORKING THE SHIFTS THAT DAY.

POINTS	GIFT CARD
17,800+	10% OF POINTS
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

TRAILS END REWARDS

Details of the 2025 sale are subject to change.

TOP SELLER INCENTIVE

SCOUT NIGHT AT LITTLE CAESAR'S ARENA WITH THE DETROIT PISTONS!



Each Scout that sells at least \$1700 can receive:

- Two tickets to a Detroit Pistons game (parent must attend with Scout)
- Choice of one game from list of dates (one game in each of January, February and March to choose from)
- Time on the court after the game to 'shoot hoops'!
- Special memorabilia piece for top sellers

Game choices will be available in the coming months once the Pistons' schedule is finalized.

MORE DETAILS TO COME!

Details of the 2025 sale are subject to change.

The 2025 Unit Incentive will be awarded to those units whose 2025 sales exceed their 2024 sale (as recorded by Trail's End and MCC before December 1, 2025) by the increments listed here:
\$2,500 • \$5,000 • \$7,500 • \$10,000.

Example:
In 2024, the unit sold \$4000
in traditional and online sales.
In 2025, they would need to sell
at least \$6500 to earn an incentive.

- * By December 1, 2025 please have**
1. Your Scout and Unit accounts balanced,
 2. Your invoice paid, and
 3. Your Unit Incentive ordered.

UNIT GROWTH INCENTIVE	\$2,500	\$5,000	\$7,500	\$10,000
	quantity	quantity	quantity	quantity
MCC SUMMER CAMP CREDIT	\$250	\$500	\$750	\$1000
Scout Shop Card	\$200	\$400	\$600	\$800
Pinewood Derby Package				
Participation Ribbons (10/pack)	2	4	6	8
Pinewood Decorations	1	2	3	4
Derby Cars	24	48	72	96
Pinewood Trophy - Small	3	6	10	12
Pinewood Trophy - Medium	3	6	10	12
Pinewood Trophy - Large	3	6	10	12
Lights & More Kit				
Twin LED Lanterns	2	2	3	4
70qt Cooler	1	2	2	3
5 gallon Beverage Cooler	1	1	3	3
Cast Iron Dutch Oven	0	1	2	3
Camping Kit				
Two-Burner Camp Stove	1	1	1	2
Stainless Troop Cookset	1	1	1	2
Flat Top Griddle	0	1	2	1
Cast Iron Griddle	0	1	1	2
Cast Iron Skillet	0	0	2	3
Canopy and Pop-up				
10 x 20 Canopy with sides			1	1
10 x 10 Pop-up	1	2	1	1

Products subject to substitution with those of equal or greater value.

TO CLAIM YOUR UNIT INCENTIVE:

You must have your Invoice paid and your UNIT INCENTIVE order placed by DECEMBER 1, 2025. ANY UNIT THAT DOES NOT CLAIM THEIR 2025 REWARD BY MIDNIGHT December 1, 2025, will receive the 2026 MCC Summer Camp Credit.

In August, MCC will send your unit's 2024 sales number to the Unit Popcorn Kernel and your Key 3. If you see a discrepancy, let us know by the end of August 2025. These will be the starting numbers to qualify you for the unit incentive. Please verify that our numbers match yours. You will be sent a link from MCC to make your Unit Incentive Choice. We will need the form to include District, Unit type and number, Unit Kernel (email and phone) and Cub/ ScoutMaster (email and phone).

Details of the 2025 sale are subject to change.



UNIT INCENTIVES



POPCORN CAN BE THE ONLY FUNDRAISER YOU NEED!

Low Risk Sale

No-Hassle Payment System

Use the app for tracking sales!

Gift Card Program

Popcorn Supports Scouting

Heroes and Helpers

Nearby Warehouse Locations

Flexible Timeline

Sell Online

- Gift Card rewards program – quick return, easy redemption
- Scouts can earn their own way in Scouting with just one fundraiser a year
- Over 70% supports local Scouting program
- Multiple ways to Sell - Show and Sell, Take Order, Show and Deliver and Online Sales
- Follow the plan and there is minimal risk to the unit.

KEYS TO SUCCESS

- Program planning is the first step for successful Scouting and for goal setting. Unit leadership needs to meet, preferably in the summer before fall recruitment, and set a plan for the upcoming Scouting year.
- Don't wait until the last minute to find your unit's Popcorn Kernel! Volunteer recruitment, engagement and accountability are important in a successful popcorn sale. Get help from parents and leaders in your unit.
- It's important to have a little fun. Make sure your kickoff is exciting, motivating and meaningful!
- Be sure your goal is customized to fit your Unit and Scout needs.

BUILD A TEAM

- Popcorn Kernel Team
- Shared ideas and effort
- Unit knowledge passed down

RECRUITING NEW MEMBERS

- Recruit at Show and Sells
- Train the parents
- Distribute Flyers
- Take Contact Information

MOTIVATING SCOUTS

- Advancement opportunities
- Scout Rewards
- Accepts Credit Cards
- No Processing Fees
- Real-time reporting
- Unit recognition for sellers
- Fun and Games

SHOW AND SELL FOCUS

- Scalable – More Scouts, More Shifts
- 8 Hour selling commitment per Scout
- Easy Sales Forecasting

SALES TRACKING

- App provides point of sale software
- App provides Show and Sell scheduling
- App provides Inventory Management

PARENT BUY-IN

- Personal Growth
- One Fundraiser per Year
- Possibility of No Dues!
- Unit Culture - This is what we do!



Details of the 2025 sale are subject to change.

TRIAL SCOUTING AMERICA MEMBERSHIP PROGRAM

Popcorn can help youth pay for their Scouting membership!

The Trial Membership program allows new Cub Scout families to join Scouting for a lower cost by families committing to selling popcorn. More youth in our great programs is a win for everyone!

From **August 1st through October 15** new Cub Scouts with their families can join Scouting America for as little as \$0. They will be responsible for selling about \$570 worth of product (at 30% commission) to pay for their Scouting year.

★ The unit needs to be sure the youth has product to sell and storefronts to sell from.

★ Council will track

1. Sign up for the program.
2. Trail's end access for the youth (linked to their unit).
3. Track sales and deduct any necessary commissions for membership from the invoice.
4. Additional monies owed for the membership are due from the family unless the unit chooses to pay them.

Remember, communication is the key to successful sales!

Family Process for Signing Up



**Request
Trial**



**Receive
Coupon Code**



**Complete
Online App**



**Have FUN &
Sell Popcorn**

For more information and to sign up, visit:

michiganscouting.org/trial-membership/



Details of the 2025 sale are subject to change.



STOREFRONT SALES	Involves coordinating booths in high foot traffic locations throughout your community. Begin the reservation process early (we suggest starting in July) to reserve the best locations. Storefront signups will be available beginning July 22, 2025. In 2024 we had 18,920 UNCLAIMED HOURS! Use this resource we have already set up for you, or follow the guidelines for finding your own.
WAGON SALES Door to Door with product	Involves the scout bringing product door-to-door to customer residences to ask for support. This method is preferred for neighborhoods close to home. A large percentage of home-owners say that no one has ever come to their door, missing this great opportunity. Product is carried along in a wagon or vehicle, making it a quick and easy process for the customer.
ONLINE	Online sales are easier than ever for scouts to sell virtually to friends, family and face-to-face. New functionality records Online sales in the app. The product ships to the customer. Families setup their Trail's End account by downloading the Trail's End App. They record sales directly in the app or share the virtual store to customers via email, social media, and text message. Customers pay via credit/debit securely, and the products ship directly to them from Trail's End. There's no work for the kernel, and they can fundraise year-round!
TAKE ORDERS	Each Scout collects orders in the App and delivers on hand product or marks product as "undelivered" (to be delivered later). This can be taken through neighborhoods, to parents' co-workers, friends, and family. It is at the unit's discretion whether money is collected up front or upon delivery, but the <u>Trail's End App only tracks paid orders.</u>

ORDER FORM/TAKE ORDER

If your Scouts are not using the App, they can collect orders on their order form. The Scout then turns their order form in to the Unit's Popcorn Team. The product is then filled by the unit and delivered later. This is great for parent's co-workers, friends and family.

It is at the Unit's discretion whether money is collected up front or upon delivery.

NOTE - Be sure the unit enters all sales into the App or Unit Portal so that all Scouts receive correct rewards.

OVER 70% SUPPORTS OUR LOCAL SCOUTS

HAVE QUESTIONS? GET ANSWERS.

Email support@trails-end.com

Visit the Support Portal of FAQs at support.trails-end.com

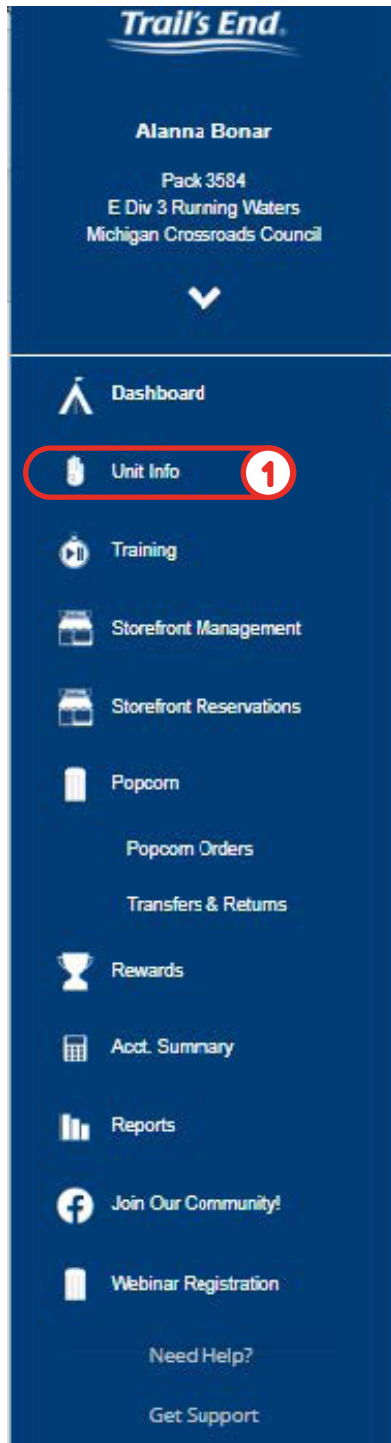
Get peer support 24/7 in the Trail's End Parent Facebook Group

www.facebook.com/groups/TEScoutParents

PAGE TO BE UPDATED

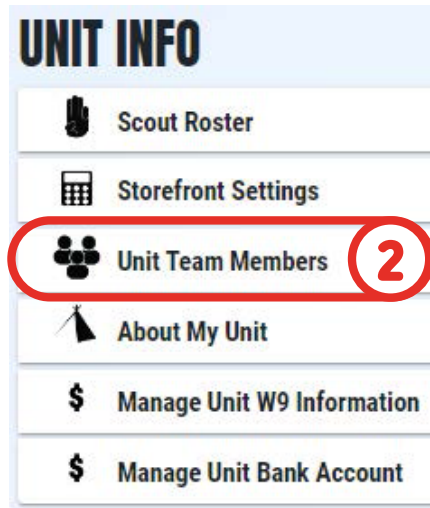
STARTUP - WELL BEFORE YOU NEED TO PLACE AN ORDER.

All Unit Kernels should have received an email from Trails-End giving access to the 2025 Popcorn website. Returning Kernels may need to reset their password. If you did not receive the email (check Junk / Spam folders), be sure to register at: www.trails-end.com/unit-registration. After registration, it may take up to 48 hours to receive the approval email. If you see no response in your regular or junk email contact your District Kernel or mccpopcorn@scouting.org for additional assistance.

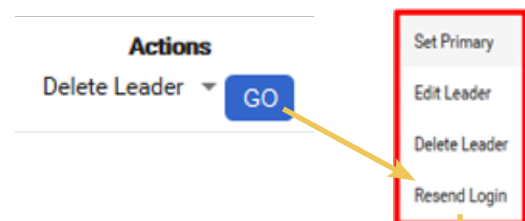


FROM YOUR UNIT SITE GO TO;

1 Unit Info; This should be your Chartered Organization information, not your unit kernel's personal address. If you are entering your bank information the organization's contact information must be filled out as well.



2 Unit Team Members; View the usernames. Adjust any current users by clicking on the drop down under 'actions'. Delete any inactive users from your account by clicking 'delete leader' and then 'go'



Editing a Unit Leader

*Leader Title:	Select title				
*First Name:	A	*Last Name:	Example		
*Username:	A.Example	*Email:	examplepopcorn@gmail.com		
Primary Phone:	() - -	*Confirm Email:			
Address Line 1:	1 Main Street	Address Line 2:			
City:	Anywhere	State:	Michigan	Zip:	48000
Country Code:	United States				

[SAVE](#) [CANCEL](#)



Specific guidelines and instructions for the 2025 storefront sales will be available at:
www.michiganscouting.org/popcorn

MCC STOREFRONTS WILL OPEN ON JULY 22nd.

See the instructions on **pages 15** to help you maneuver in the Trail's End system. Watch your Trail's End Unit Portal and our MCC website for Guidelines and Protocols for all MCC Storefronts. We will send notification before opening with further information.

2025 Storefronts are still being added; the chains below participated in our 2024 sale.



Set your Show and Sell dates following all MCC Restrictions: Time slots at businesses go fast, begin to request date/times in the late summer before school starts. Specific rules for each location should be listed in the storefront system.

Have enough Show and Sells opportunities for all your dens/patrols. Target a minimum of 2 time slots for every den or patrol. Give priority for secondary Show and Sell slots for Scouts who were unable to sell the first time. Be sure to use all slots you have signed up for or release them back into the queue for someone else to use.

Cub Scouts only work for 2 hours. If you have a 4-6 hour shift, then split the shift so that all of your Scouts have an opportunity to sell. If it's hot, bring a pop-up awning and water bottles for your volunteers and Scouts.

Know your location. Some places may have more than one entrance. **Sell on the way out, not in.** More than one Scout working per entrance at a time may be too much, but be sure to remember the rules of two-deep leadership and youth protection.

Keep Scouts active. Don't let Scouts sit idle during a storefront sale. It's THEIR sale. Have them approach people leaving the store, asking specifically if they will 'support Scouting' by buying popcorn. Always have them say "thank you".

When doing Show and Sells DO NOT BLOCK THE DOORS!! ... Stay to the side. Some stores require 6 ft from the doorway. When you check in at the front desk, ask for their preference. . Have signs. Big smiles. Loud voices. Say "thank you," "please," "have a good day," etc.

Order Form/Take Order - If your Scouts are not using the App, they can collect orders on their order form. The Scout then turns their order form in to the Unit's Popcorn Team. The product is then filled by the unit and delivered later. This is great for parent's co-workers, friends and family. It is at a Unit's discretion whether money is collected up front or upon delivery.

NOTE - Be sure the unit enters all sales into the App or Unit Portal so that all Scouts receive correct rewards.

Details of the 2025 sale are subject to change.

STEP 1

Go to **Reserve Storefronts™** on the main menu.

STEP 2

If desired, use the filters to narrow the choices by date or district

Filters [Clear All](#)





STEP 3

Premium storefronts will be highlighted. Click the **Reserve** button to claim a reservation. It may take several minutes to confirm your reservation. Once confirmed, the reservation will appear on the **Manage Storefronts™** screen.

	Storefront Name	Address	District	Date	Day	Time	
	Lowe's Home Improvement	14598 Lowes Way Carmel, IN	Demo District	Aug 17	Sat	8AM - 2PM	Reserve
	Cabela's	13725 Cabela Pkwy Noblesville, IN	Demo District	Aug 17	Sat	9AM - 2PM	Reserve
	Starbucks	1140 W Oak St Zionsville, IN	Demo District	Aug 17	Sat	8AM - 2PM	Reserve
	CVS	14215 Rangeline Rd Carmel, IN	Demo District	Aug 17	Sat	8AM - 2PM	Reserve
	Sam's Club	1101 Windhorst Way Greenwood, IN	Demo District	Aug 17	Sat	8AM - 2PM	Reserve
	Tractor Supply Co.	2423 N Lebanon St Lebanon, IN	Demo District	Aug 17	Sat	8AM - 2PM	Reserve
	Ace Hardware	800 E Main St Brownsburg, IN	Demo District	Aug 17	Sat	8AM - 2PM	Reserve

STEP 4

Your reserved storefronts can be managed under the **Manage Storefronts™** tab, where you can manage shifts, add Scouts, assign inventory and cash, and record sales.

STEP 5

In the upper right, you can see the following Stats for your unit:

 1 Number Reserved	 1 Current Available	 4 Upcoming Available	May 21 12:00 PM ET Next Available Date
--	--	---	---

Number Reserved is how many reservations your unit has claimed so far.

Current Available is how many reservations your unit can claim now.

Upcoming Available is how many reservations your unit will be able to claim on a future date.

Next Available Date is when your unit can claim more reservations.



- Scouts, Leaders and Families shall follow the Scout Oath, Scout Law, and Guide to Safe Scouting at all times. Remember, we are representing Scouting America and must act accordingly at all times. The places we choose to sell should reflect Scouting's moral compass.
- **Scouts shall wear their Class A Uniforms at all times. Parents should wear their Adult Leader Uniforms or Unit T-Shirts.**
- Storefront tables will have a banner that clearly identifies that Scouts are selling.
- Shopping Carts are for the use of store customers and are not to be used to transport / store Scout Popcorn.
- Scouts should setup their table at the location specified by the store management, or if no instruction is given, near the exit door to the store. You can only set up at multiple locations or "doors" at a store if given 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 two volunteers and two Scouts at the store at any given time Follow the Guide to Safe Scouting at all times.
- 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. According to the FDA, 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.



SELL SELL SELL - Keep Scouts motivated! Do one fundraiser per year and do it well!
Help your Scouts help themselves!

IDEAS TO KEEP SCOUTS MOTIVATED - Arrange den/patrol competitions. Continuously share what prizes and incentives are available at each sales level. Remind parents about how the popcorn sale pays for their program. Give regular updates on your unit's progress towards your sales goal.

- **Use Assistant Kernels**, Den Kernels (Cub Scouts) or Patrol Kernels (Scouts BSA). Make each Kernel responsible for communication and "energy" of the sale in their respective Den or Patrol. They can keep track of their Scouts' weekly sales and use that info for weekly prizes (your unit offers those!). They also check out popcorn for wagon sales.
- **Show and Sells'** and collect forms & money when Take Orders are due. They balance and double check it all before giving it to the Unit Kernel.
 - **Create a Goal.** We can't say this enough. Units that have a goal that is written down and expected sell more. Scouts who either have a goal that is given to them by the unit OR a goal they select themselves sell MUCH more.
 - **Don't be scared**, pick a substantial goal! Start at \$500 or higher per Scout. Average Door-to-Door sales are \$200/hour, average Show and Sells in 2023 were \$174.59/hour. With only 3-6 hours work (over a 3-month period), they could easily make that. Just think together about all of the great things your Unit could do if every Scout sold that much.
- **Communicate** with Scouts and Families often: Check up on how they are doing, keep them informed of the great Trail's End rewards and unit incentives. Not a high-pressure email, just updates and reminders.
- **Find a Hook**; Make the sale fun. Have adults dress up in costume, make silly signs, use pictures of Scouting events, have a good popcorn cheer, be a little silly and fun, have a "game" a customer could participate in.
- **Decide in advance** how your unit is going to divvy up sales. Either give each Scout an equal share or pro-rate on a time basis. Use the new app to track who worked, when, where, how long, etc.
- **Have organized** neighborhood canvassing or "Blitz" days where Scouts meet the Unit in a parking lot or nearby location with designated streets for each den, patrol, etc. to canvass. The Scouts can bring popcorn signed out to them, or the unit can supply product and take back any unsold items.
- **Have Unit Level Rewards** that complement the rewards from Trail's End.
Some ideas: gift cards for top seller or top den(s)/patrol(s), pie in the CM/SM face, free camping trip, dues refunded, special unit activity if they sell above X dollars, free pizza party for the highest selling den, etc. Find freebies at local stores such as free oil change, free massage, free day spa, etc. for the parents! Parents who are motivated will get their scouts selling.
- **Give yourself enough time** to collect the money and place the order. Schedule the forms and money due to the Den or Patrol Kernels about a week before you need to place the order. This gives everyone time for tracking down Scouts who you know have sold that haven't turned in their form, etc.



Details of the 2025 sale are subject to change.

ORDER POPCORN – Monthly orders are due before August 10, September 14, October 26, 2025 or weekly if your unit needs popcorn for storefronts or wagon sales before the next order.

Order what you need, you can return up to 12% of the total cases on your final invoice up until the return deadline of October 24, 2025. You can transfer product to other needy units or go to: www.michiganscouting.org/popcorn for more information.

AUGUST

10

SEPTEMBER

14

OCTOBER

26

ORDERS

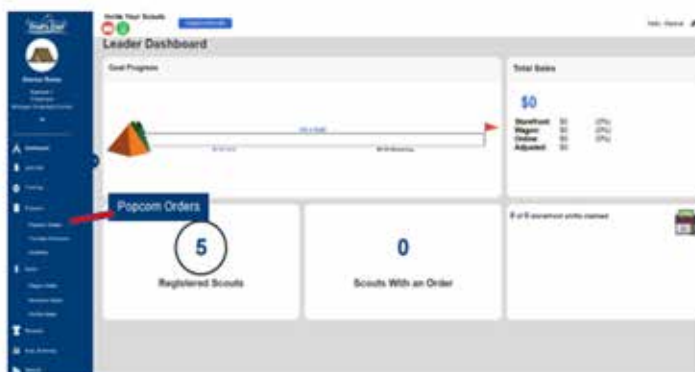
- Please confirm your username and password well BEFORE the due date; contact; mccpopcorn@Scouting.org
- Go to; <https://portal.trails-end.com/login> to place your order by the due dates.(see calendar)
- Double check your order before submission.
- If your unit does not meet until after school starts, the September pickup is probably the earliest you want to get product!
- Remember a 25% payment will be due in September from ALL units: (for August orders) and October (for September orders)

NOTE: There will be no additional products distributed until payment is received as defined on the Payment Procedures page and calendar.

Only take product if you are going to sell before the next order date.

Unit Popcorn Ordering

1. From the unit dashboard, click the Order Popcorn button. Or, you can go to Popcorn Orders from the left navigation menu, then click Order Popcorn. This will take you to the New Unit Order screen. a. To view last year's invoice statement, once on the Order Popcorn page, choose the appropriate year from the campaign dropdown and then click Invoice Statement.



2. From the dropdown menus, double check to make sure that the correct campaign year is set (automatically defaults to the current year) and select the appropriate order from the "Choose Delivery" dropdown box to populate the product ordering rows.



3. Use the Order Adj column to enter and/or adjust the order quantities (use positive or negative integers to adjust), and then click **Submit** to send your order to your Council for approval, or click **Save** to hold your quantities to be submitted at a later time. The Final Unit Order column will reflect your final order quantity to your Council.

Chocolate products are not available until the September order.

MANAGE POPCORN INVENTORY - Use the new Trail's End app to track and manage your inventory, cash, storefront and wagon sales. Keep product in the hands of your Scouts to keep them selling throughout the sale. The goal is not running out of product, yet not having excess left to return at the end.



If your warehouse takes appointments, be sure to sign up in advance and be prompt with your pickups. Distribution locations are manned by volunteers and available staff statewide.

- **VOLUNTEER!** To make sorting and distribution days as smooth as possible, please consider helping in your local warehouse. Those that volunteer at the warehouses get their product early.
- Rushing through distribution or returns causes errors. **PLEASE**, double check your packing slip **BEFORE** signing! THE UNIT is responsible for the cost of all product on the packing slip once the receipt is signed by your representative.

Note: PLEASE double check your packing slip BEFORE signing!
Once signed, you are responsible for the product and payment.

- Deliveries to council take place in August, September and November. Please check www.michiganscouting.org/popcorn for the warehouse locations and times near you.

Trail's End System

Login at login.trails-end.com

Unit Leader Reference Guide

If you see you have excess product, **PLEASE** keep us informed. If you let your district kernel, district executive or staff advisor know they may be able to help you find a unit to transfer that product to and get it **OFF YOUR INVOICE!**

INVENTORY TRANSFERS

See the reference guide available on your unit site.

UNIT TO UNIT PRODUCT TRANSFERS

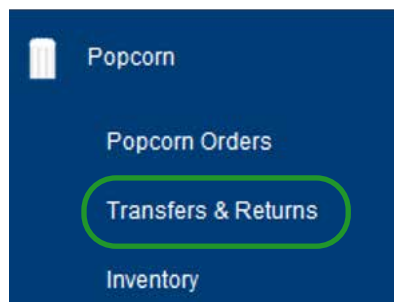
The Trail's End System will facilitate transfers by allowing units to transfer products from their popcorn orders to another unit within their council.

GIVING UNIT

1. Under the Popcorn Orders page, click View next to your approved unit order with the inventory to be transferred.
2. Click the Transfer Inventory button and select the District and Unit from the dropdowns menus of the unit that is receiving the inventory
3. Enter the quantities (cases and containers) to be transferred and click on;



Submit Transfer Request



RECEIVING UNIT

1. The primary contact of the receiving unit will be emailed a notification of the transfer request
2. Go to the **Transfers & Returns** page on the left navigation menu.
3. Review the pending products transfer. If correct, click the **Approve** button, or the **Reject** button if the transfer quantities are incorrect. Once the receiving unit has accepted the product transfer, adjustments will be made to each unit's popcorn invoice statement to reflect the product transfer. All transfers must be completed before invoicing is paid in full.

Details of the 2025 sale are subject to change.



DAMAGED PRODUCT

Damaged products should be returned to the warehouse in the original container for replacement. Refunds on damaged products will not be given.

RETURNS

Any and all returns must be posted in the system **BEFORE** Wednesday, October 22, 2025.

12% of your total invoiced product dollar may be returned to the warehouse BY Friday, October 24, 2025. Products must be returned in full case quantities following the guidelines below!



RETURN STEPS:

1. Login at www.trails-end.com
2. Click on 'Popcorn Orders and Returns'
3. Click 'Return Popcorn'
4. Click 'Choose Delivery' and select 'Return Order'
5. Hometown Heroes, or any product transferred out of your inventory to another unit are not included in your sales value as of Tuesday, October 21, 2025.
6. Enter the Full Case quantities for your return. The system will only allow one return and will stop you from entering more than your 12% total dollar value. You may have to adjust several times before you have your final return entered.
7. Click Submit
8. When you go to the warehouse, your 'packing slip' will be printed and ready like any other order.

On designated times/days, you can bring your returns to any open warehouse through Friday, October 24, 2025. If you see you have excess product at any time during the sale, PLEASE keep us informed. If you let your Zone staff or Zone volunteer know they may be able to help you find a unit to transfer that product to and get it off your invoice! **Your local collection dates may vary; Follow your local deadlines.**

Product returned WILL be opened and examined by warehouse staff to verify contents are

- × **Within correct date parameters**
- × **Undamaged**
- × **Identical**
- × **Salable**
- × **Match the carton**
- × **Not melted or 'clumped'**
- × **No tagging, marking, stickers or tape on products or cases**

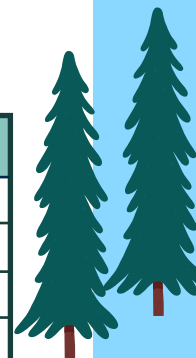
MCC reserves the right to refuse any product that does not follow these guidelines.

- Please respect your fellow volunteers, do not falsify your return. Product is re-distributed.
- Discrepancies cause other volunteers extra time and effort.
- Returns can be open cases (no returns on chocolate pretzels).
- Warehouse staff will check product against the pre-printed return form, sign, and ask for your signature.
- Please double check for accuracy BEFORE signing.

Details of the 2025 sale are subject to change.

**BELOW ARE EXAMPLES OF PURCHASED QUANTITIES AND POSSIBLE RETURNS QUANTITIES.
THERE MANY OTHER COMBINATIONS AVAILABLE, THESE ARE JUST EXAMPLES.**

TOTAL ORDER			RETURN COULD BE:		
Salted Caramel	1	\$240	Kettle Corn	1	\$240
Unbelievable Butter	2	\$300			\$240
Butter Popcorn	1	\$240	OR		
White Cheddar	2	\$480	Salted Caramel	1	\$240
Popping	1	\$180			\$240
Kettle Corn	1	\$240	OR		
Choc Pretz	1	\$360	Butter Popcorn	1	\$240
Total Order	9	\$2,040			\$240
	12%	\$245			
UNIT ORDERS			RETURN COULD BE:		
Salted Caramel	2	\$480	White Cheddar	2	\$480
Unbelievable Butter	5	\$750	OR		
Butter Popcorn	1	\$240	Salted Caramel	1	\$240
White Cheddar	4	\$960	Popping Corn	1	\$180
Popping	1	\$180	Unbelievable Butter	1	\$150
Kettle Corn	6	\$1,440			\$570
Choc Pretz	2	\$720	OR		
Total Order	21	\$4,770	White Cheddar	1	\$240
	12%	\$572	Unbelievable Butter	1	\$300
					\$540
UNIT ORDERS			RETURN COULD BE:		
Salted Caramel	4	\$960	Unbelievable Butter	3	\$450
Unbelievable Butter	10	\$1,500	Popping Corn	2	\$360
Butter Popcorn	3	\$720			\$810
White Cheddar	6	\$1,440	OR		
Popping	2	\$360	Salted Caramel	1	\$240
Kettle Corn	6	\$1,440	Popping Corn	2	\$360
Choc Pretz	2	\$720	White Cheddar	1	\$240
Total Order	36	\$7,140			\$840
	12%	\$857	OR		
			Salted Caramel	1	\$240
			Unbelievable Butter	1	\$150
			White Cheddar	1	\$240
			Popping Corn	1	\$180
					\$810



ENTERING RETURNS



CONFIRM THAT ALL OF YOUR SCOUT SALES HAVE BEEN RECORDED.

The best practice is for Scouts to record their sales in the app.

Credit cards can only be accepted in the app.

Be sure you are looking at your current version of the invoice, changes happen daily through the online sales, commissions and Scout Credits.

Leaders can record cash sales, if needed:

- Find the Scout on the dashboard.
- Click the shopping cart next to the Scout's name.
- Enter quantities of items sold.
- Click 'Record Sale'.

DETERMINE WHAT PRODUCTS ARE STILL NEEDED BY SCOUTS.

- Review your Scout orders to ensure Scouts have appropriately marked them undelivered or delivered.
- When an item is marked undelivered, you can pull the undelivered by Scout report to see what items each Scout still needs.
- If you have remaining inventory, transfer inventory to Scouts to fulfill their undelivered orders.

TIP: Look for Scouts with negative inventory (on the dashboard). This usually indicates the Scout has recorded something delivered that was not transferred to them in the system. If you have the inventory, transfer it to them. If you do not, change the order to undelivered so that it will be included in the Undelivered Items by Scout report.

Complete all unit-to-unit transfers.

Go to Popcorn > Transfers

If anything is pending:

- If you are the receiving party > Approve or Reject

If you are the transferring party > Communicate with the receiving party to Approve or Reject

Complete all returns to council.

Check with your Council on rules for returns.

Go to Popcorn > Popcorn Orders and Returns

- Click the Return Popcorn button and input the quantities.

The council will need to approve.

Select 'Order Popcorn'

You will be greeted with a Product Shortages screen to help ensure you have ordered enough products.

- Input your final order quantities.
- Click 'Submit'.

The council will need to approve.

ACCOUNTING

Collect cash due for wagon sales.

Parents can pay with their credit card in the Trail's End App

- Go to Wagon Sales. Select 'Pay Now'.
- Enter card information.
- The amount due will show \$0 due once the transaction is complete.

Alternatively, turn in cash to the unit Treasurer to deposit in the unit bank account.

Review your Account Summary

If you show a payout available:

Ensure your unit bank account has been input under Unit Info > Manage Unit Bank Account Select 'Request Payout'



- If your council allows payout to them, you will receive a choice to send to council or send to your unit bank account.
- If you show a balance due to council, follow this link for payment:
<https://michiganscouting.org/popcornpayment/>
- If you have a negative balance due to council:
This means you have overpaid council. Check with your council on how to receive this amount.

Understanding your Accounting

Click the 'How are these calculated' button to see the details of your account.

- Left side shows the products you ordered minus commission, which equals your bill to council.
- Right side shows credits that went towards paying your council bill:
- Online sales commission
- Credit card payments
- Parent payments (for cash due for wagon sales)
- If the left side is larger, you will still owe council.
- If the right side is larger, you will have a payout available.
- Accounting Explanation article for more information.

NOTES: A Payout does NOT equal commission. Commission is received for traditional products as you sell the items for full retail price after only having paid retail minus commission. Commission for online sales is credited toward your council bill (as explained above.)

REWARDS

Finalize all sale amounts. Ensure all sales have been entered.

After you submit rewards, you will only be able to make adjustments on sales entered since submission.

• **Complete prior to submission. All unit-to-unit transfers and all Council returns.**

Review Total Sales compared to Ordered plus Online Sales.

- This formula is shown on the bottom of the rewards page. Total Sales cannot be larger than Total Ordered plus Online Sales.

Submit rewards. If you have a balance due to council, the rewards will not process until you have paid that amount due. Check with your council on where and when to make the payment.

Scouts claim rewards.

- Rewards will be released approximately 5 days after being submitted, unless flagged for review.
- Rewards will be delivered electronically to the Scout's Trail's End account.
- The email address on the account will also receive an email to claim the rewards.

Distribution of Final Order

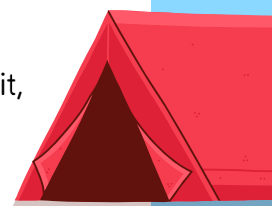
- Check with your council on pick up location and date for your final order.
- Distribute to your Scouts for delivery.
- BEST PRACTICE: Set a deadline for your scouts to make their deliveries.

TIP: Remind scouts to mark items as delivered as they make their deliveries. This helps them keep track and ensure all customers receive their popcorn and as the unit leader you will be able to see all customers are taken care of.

REPORTS

It's a good idea to save all reports. This is optional, but sometimes as scouts move in/out of a unit, the data can change.

- Download the dashboard data (Scout and Product) -
- Save all reports on the Reports tab.
- Save your final Invoice.
- On the rewards tab, download the rewards data.



- **Verify your Bank Routing Number and Account Number are correct**
- **Name on Account should be the name on the Account at Bank.**
- **Credit / Debt card payments will incur a 3% processing fee.**

UNIT INFORMATION

UNIT TYPE (REQUIRED)

Troop

UNIT NUMBER (REQUIRED)

100

DISTRICT (REQUIRED)

Chief Okemos

UNIT CONTACT

Name (REQUIRED)

Joe

First

Scout

Last

Phone (REQUIRED)

(555) 555-1212

Email (REQUIRED)

ScoutJoe@scout.org

PAYMENT INFORMATION

Acceptable forms of payment are:

Check (ACH)

Credit / Debit Card (processing fees apply)

PAYMENT METHOD (REQUIRED)

Credit / Debit Card

POPCORN PAYMENT AMOUNT

(REQUIRED)

\$500.00

CREDIT / DEBIT CARD

PROCESSING FEE

Price: \$15.24

SUBTOTAL

\$515.24

CREDIT / DEBIT CARD (REQUIRED)



1234 4567 8910 1112

Card Number

12

2025

000



Expiration Date

Security Code

Joe Scout

Cardholder Name

SUBMIT

SAVE & CONTINUE

Payments can be made at
www.michiganscouting.org/popcornpayment