



Trail's End.



TRAIL'S END APP

Exclusively for Scouts to sell & manage their fundraiser!



Popcorn Page



Unit Registration



DOWNLOAD THE APP & START YOUR ADVENTURE TODAY!

visit trails-end.com/app or text APP to 62771 to download

Mid-Iowa Council

2025

Popcorn Leader's Guide

Your Unit will earn funds for your budget items such as...

A WHOLE YEAR OF AMAZING SCOUTING ADVENTURES

RECHARTER FEES

LEADERSHIP TRAINING EXPENSES (WOODBADGE)

Your Scouts will earn awards for...

SUMMER CAMP at Mitigwa Scout Reservation

GIFT CARDS FROM MANY OF THEIR FAVORITE RETAILERS

National Program Adventures

(Jamboree, National Leadership)

DO IT ALL by selling Scouting!



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Key Sales Dates



trails-end.com/app

Or text APP to 62771

July 31st:	Popcorn Training @ the Maytag Scout Center/ZOOM from 6:00pm
Aug. 11:	Show & Sell Order due ONLINE by 11:59pm – CASES ONLY (Chocolate Pretzels NOT available until September date TBD)
Aug. 21:	Show & Sell Distribution –District-specific sites
Aug. 21:	SALE BEGINS
Aug. 25:	Replenishment Order #1 Due Online by 11:59pm – CASES ONLY

Unit commission is 28%. Your unit must attend the July 31st training to receive your full 31% commission.

Sept. 2:	Replenishment Order #1 Pick Up @ the Maytag Scout Center – 8:30am – 6:00pm
Sept. 8:	Replenishment Order #2 Due Online by 11:59pm – CASES ONLY
Sept. 15:	Replenishment Order #2 Pick Up @ the Maytag Scout Center – 8:30am – 6:00pm
Sept. 22:	Replenishment Order #3 Due Online by 11:59pm – CASES ONLY
Sept. 29:	Replenishment Order #3 Pick Up @ the Maytag Scout Center – 8:30am – 6:00pm

Oct. 20-21:	Product Return – Between Oct 20-21 – Weekdays (Mon – Fri from 8:30am – 6:00pm) Units can return 10% of their inventory, in FULL CASES ONLY. Not including chocolate @ Maytag Scout Center (8:30am – 6:00pm) Cases can be opened but must be a full case & contain the same product noted on the outside of the case. Return Order MUST be entered in the Trails End system prior to returning product & call 515-266-2135 to schedule drop off date & time 0% returns accepted after Oct. 21
Oct. 21:	Sale Ends – No returns after Oct. 21
Oct. 23:	Take Order due ONLINE by 11:59pm – Individual Containers

Nov. 7:	Take Order Distribution – District sites & Invoice Payment Due
Dec. 6:	Top Selling Scouts Extravaganza – Casey's Center

Key Contacts

Prairie Winds

Popcorn Support	Kim Hammen	kim.hammen@scouting.org	515-266-2135
District Popcorn Kernel	Heather Hillman	hhillman@heartlandcoop.com	712-330-7159

Twin Rivers

Popcorn Support	Kim Hammen	kim.hammen@scouting.org	515-266-2135
District Popcorn Kernel	Sarah Kendrick	smkendrick81@gmail.com	415-741-4951

Woodland Trails

Popcorn Support	Kim Hammen	kim.hammen@scouting.org	515-266-2135
District Popcorn Kernel	Krysta Schwery	krystaschwery85@icloud.com	

Council Popcorn Kernel

Council Popcorn Kernel	Jeremy Wachal	jeremywach01@gmail.com	319-486-5605
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Trails-End Helpdesk: support@trails-end.com



Unit Popcorn Kernel Position Description

Register your unit (Pack / Troop / Crew) to sell for 2025 by scanning the barcode or going to <https://trails-end.com/unit-registration>

To receive the full 31% commission for your unit, attendance at our in-person training is required:

- **July 31st, at the Maytag Scout Center/ZOOM from 6:00pm**

Facilitate a fun Unit Kick-Off. Get your Scouts and parents excited about selling popcorn!

- Share proven sales methods, testimonials, and have Scouts practice their sales pitch (check out our Tips and Tricks on the MIC Popcorn website)
- Share with leaders and parents how selling popcorn can fund the whole Scouting year.
- Maintain communication with leaders and parents throughout the sale regarding dates, incentives, etc.

Submit your unit orders online and be mindful of Key Dates (page 2)

Coordinate your popcorn pick-up (s) with your District Popcorn Kernel. Be sure to bring a large enough vehicle(s) to take all the product at one time. (Bring a volunteer to help load & unload, if needed).

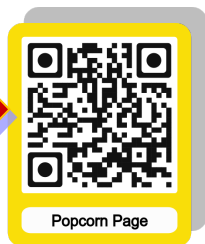
Secure your dates and times to sell at local stores or other high-traffic locations. Go to your Trails End dashboard to claim your storefront date(s).

Distribute popcorn to your Scouts, deliver to customers, and collect money on time.

Monitor the [MIC Popcorn Facebook](#) site to let other units know what product you need, what product you'd like to swap, and other popcorn updates. Transfer product between units by selecting the "Transfers & Returns" link from your Trails End leader dashboard.

Order Hints and Resources

Scan this QR code for
2025 Popcorn
Resources



Storefront Scheduling

(Based on gross popcorn sales from 2024)

- \$20K+ : VIP program you are already signed up if you entered your 2025 sales goal
- \$10K+ : Units get 4 picks in their district **Tues July 22**
- ALL : Units get 2 picks in their district **Wed July 23**
- All Units get unlimited picks **Thurs July 24**

Hints

Place your order online, by selecting the “Popcorn Orders” link on your leader menu, then **pick up** your product at the designated location (see calendar for order and pickup dates & locations)

1. **Show & Sell Orders** are picked up at district-specific locations.
 - **Order is due by 11:59pm by August 11th for pick up August 21st**
 - **CASES** only
 - **Pick up August 21st** at your local distribution site. Schedule a pickup time with your District Kernel

Chocolate Pretzels will be shipped in September so will NOT be available for the first Show & Sell and replenishment order #1 to ensure chocolate product arrives without melting.

(Hint: Since chocolate products can't be returned, consider ordering with your Take Order.)

2. **All Replenishment Orders** are picked up at the Maytag Scout Center.
 - **Replenishment Order is due by 11:59 pm August 25 for pick up Tuesday, September 2nd**
 - **CASES** only
 - **Schedule a pick-up time – Call 515-266-2135**
 - **Pick up Sept. 1** at the Maytag Scout Center from 8:30 am – 6:00 pm
 - **See calendar for additional Replenishment Order and Pick-up dates**
3. **Take Orders** are picked up at district-specific locations
 - **Take Order is due by 11:59 pm October 23 for pick up Friday, November 7**
 - **Individual containers**
 - Order the product needed to fulfill final requests, as this is the last order you can place.
 - **Pick up on November 7th** at your local distribution site. Schedule a pickup time with your District Kernel

Additional Product (fulfilled based on product inventory on hand)

If you need more products, between scheduled order dates, **call 515-266-2135 or email Kim at kim.hammen@scouting.org**. Indicate the amount of product needed (**cases only**), your district, unit type and #, and schedule a pick-up time (from the Maytag Scout Center Mon–Fri between 8:30 am – 5:00 pm. **NOTE:** The office is closed for lunch Monday–Friday from noon – 1 pm.

HINT: See page 6 for Return policy guidelines

Facebook Sites

MIC Popcorn Facebook Site

Go to <https://www.facebook.com/groups/472745293476780/> to join this group today!

If you have too much or would like more, this is your connection to other popcorn kernels! Add a comment letting others know your unit has extra product or that you need more. Include your name, email, and phone # so others know how to reach you. To update your invoice, see “Unit to Unit Product Transfers”.

Unit to Unit Product Transfers

Utilize the “Transfer & Returns” link, from your unit dashboard, to transfer products between units. **Once the receiving unit agrees to the product, both the transferring and receiving units invoices will be updated.**

Transferring Unit and Receiving Unit must coordinate a date & location to exchange product.

The Council does not, and will not, manage any unit-to-unit product transfers

Trails End Facebook Community

Join Trails End Facebook Community to see questions and responses asked by Unit Kernels throughout the nation. From your leader portal, select the “Join Our Community” link to connect to Facebook users, nationally. Note, since this is a National Facebook site, answers to questions might not relate to Mid-Iowa Council’s sale (i.e. Council specific incentives, commissions, etc.)

Trails End Resources

Trails-End has numerous webinars to help you navigate the system, order product, understand the Scout app, etc. From your leader portal, click the “Webinar Registration” link, then select the “Need Help? Get Support” link to see the “Knowledge Base”. Find many helpful FAQ’s, all in one location

Leaders can also email support@trails-end.com with questions.

Commissions

Mid-Iowa Council uses its share of the sale for program support, Popcorn Extravaganza, product returns, insurance, etc. The remaining income is commissions, earned by units, to fund their Scouting adventures. **It is the responsibility of each unit committee to determine how commissions earned are used.**

Units can earn up to 31% commissions for the traditional sale (Show & Sell, Replenishment Order, and Take Order). You must have someone from your unit attend the August 2nd training session to earn the additional 3% commission. All units that are not represented at the July 31st training session will receive 28% commission.

It is **not recommended** units have a donation (or “tip”) container when selling popcorn. If a customer wishes to make a donation, that monetary amount should be entered into the Scout app as a Heroes and Helpers donation. This ensures the Scout receives credit for the sale (for prize levels and qualifications) and units receive commissions for the sale.

NOTE: The Trails End prize program is gift cards. Units will not have the opportunity to opt out of prizes for additional commissions.

Return Policy Guidelines

Return FULL CASES to the Maytag Scout Center
(Monday – Friday from 8:30 – noon or 1:00 - 6:00pm)

Product must be returned in the original case and cases cannot contain mixed products

NO Returns for Chocolate Products or individual containers



Monday and Tuesday, October 20-21, 2025

- (Mon – Tues) October 20-21, 2025
- The Trails End system will show units what the retail value of the inventory the unit has. Units cannot enter more than 10% of this retail value (i.e if a unit's final order is \$10,000 in product, they can only return \$1000)
- Enter amounts to be returned in FULL CASES - *product must be returned in the original case & cannot contain mixed products*
- If full case quantities entered exceed 10% of initial retail value, the Unit leader must adjust the case quantity.

Product	Containers per Case	Container Value	Value per Case
Chocolatey Pretzels	Product cannot be returned.		
White Cheddar	12	\$20	\$240
Salted Caramel	12	\$20	\$240
Butter Popcorn	12	\$20	\$240
Kettle Corn	12	\$20	\$240
Popping Corn	9	\$20	\$180
Unbelievable Butter-Microwave	6	\$25	\$150

After October 21, 2025

- **0%** returned

Return Product Steps

Before bringing product to the Maytag Scout Center:

1. **Enter Return Order in the Trails End System**
 - From “Popcorn Orders & Returns” link, select Return Popcorn tab.
 - 10% return is available Oct. 20-21, 2025
 - Enter # of cases to be returned.
 - Units will see the amount of inventory on hand. **Units cannot return more than the specified return 10%, in full cases.** Full cases of products can be returned (returned in the original case and cases cannot contain mixed products).
 - Click “Submit to Council”
2. **Call 515-266-2135 to schedule drop off time**
3. Arrive at Maytag Scout Center’s loading dock (North side of the building) at your scheduled drop-off time, bringing full cases of product, in its original case (cases cannot contain mixed products)

- ✚ Product should NOT be returned on Saturday to the Scout Shop unless it has been prearranged when you call to schedule a drop-off time.

Units are encouraged to sell excess individual containers at Storefront locations, donate to local first responders, or visit the MIC Popcorn Facebook site to see if other units need product.

Invoice

- Units are responsible for the prompt delivery of popcorn to customers and collecting what is owed.
 - **Checks from customers should be issued to your unit** (i.e. Pack XXX).
 - Money collected during the popcorn sale should be deposited into your Unit Bank Account.
 - Online orders are paid by customers at time of purchase. Product is shipped directly to them.
- **Payment for the product is due on or before November 7, 2025.**
 - Payment is NOT needed when picking up Show & Sell or Replenishment products.
 - Payment can be made
 - online (via credit card or ACH) by going to <https://scoutingiowa.org/popcorn/> or
 - a single check, issued to Mid-Iowa Council. Checks can be dropped off, mailed, or brought when picking up Take Order product.
 - **Reminder:** If you accept product from another unit, after you've paid your invoice, a new "balance due" will be calculated on your invoice.
- Paper copies of unit invoices will NOT be printed and mailed to units.

Online Direct Sales

Raise more money with less effort! Automatically receive **31% commissions** for all online direct sales.

SAFE FOR SCOUTS!! Fundraise from the safety of your home

NO HANDLING!! Product is shipped to your customers and sales are credits to the Scout

NO COLLECTING MONEY!! Customers pay for products using their credit/debit card. Just like they'd do if purchasing from Amazon.

Scouts earn **1.25 pts TRAILS END REWARD POINTS for every \$1 sold Online Direct!**

HOW IT WORKS

TWO WAYS TO SELL



SHARE YOUR PAGE

1. Share your fundraising page via email, text, or social media.
2. Customers click you link to place online orders.
3. Products ship to your customers.



TAKE ONLINE DIRECT ORDERS IN THE APP

1. Pick your products.
2. Take payment (credit/debit only)
3. Products ship to your customers.

Pick-Up Dates & Locations

- Show & Sell Pick-up:** August 21, 2025 (*see below for site location*)
- Replenishment Order #1 Pick-up:** September 2, 2025 at the Maytag Scout Center from 8:30am – 6pm
- Take Order Pick-up:** November 7, 2025 (*see below for site location*)

Dock site information for Show & Sell and Take Order Pick-Up:

Prairie Winds

Show & Sell:

Atlantic Coca-Cola Bottling
106 Alexander Rd., Ames, IA 50010

Twin Rivers

Show & Sell:

Centennial Warehouse
10400 Hickman Rd, Clive, IA 50325

Woodland Trails

Show & Sell:

TBD

Take Order:

Take Order:

Maytag Scout Center

6123 Scout Trail, Des Moines, IA 50321

Take Order:

Contact your District Executive or District Popcorn Kernel to schedule a pickup time.

Packing slips will be provided at pick-up. **Verify your product order count as it is loaded. COUNT CAREFULLY AND ACCURATELY!** *Once you have signed for it, you are responsible for it!*

Trails End Bonus Prizes

Trails End Bonus Rewards

- 1.75 points per \$1 sold for Heroes and Helpers (credit and online)
- 1.50 points per \$1 sold for Heroes and Helpers (cash)
- 1.25 pts per \$1 sold App Credit / Debit Card (wagon & storefront) / Online Direct
- 1 pt per \$1 sold via cash
- 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

- **Scouts redeem gift cards in the Scout app**, saving time for unit leaders & Council
- Scouts **buy the prizes they want!**
- Scouts **get their gift cards faster than ever before plus get more value and choices**
- Uncapped levels to incentivize top sellers to KEEP SELLING
- 80% of Scouts choose over current prize program for more value, choice and instant recognition

07/15/2025

Council Incentive Prizes

Free or percentage off 2025 Mitigwa Scout Reservation Summer Camp

- Individual Scout who sell...
 - **\$1,500** – 15% off ONE 2025 MIC Mitigwa Scout Reservation 2025 summer camp
 - **\$2,250** – 25% off ONE 2025 MIC Mitigwa Scout Reservation 2025 summer camp
 - **\$3,000 or more** - **100%** off ONE 2025 MIC Mitigwa Scout Reservation 2024 summer camp
- Scouts **must** have a registered account and record their sales in the Trails End Scout app to qualify
- Reward is based on *individual* Scout sales and will be determined from final retail sales as of Oct. 21, 2025
- Discounted rates are not cumulative. Scout's final retail sale amount will determine which of the discounted rates they qualify for (i.e, if Scout sells \$2,275, they do not receive the 15% discount and the 25% discount. They will receive the 25% camp discount only)
- Summer camp incentive must be used at Mitigwa Scout reservation for the year it is qualified for. If a Scout is unable to attend the summer camp the qualified for year, the camp session will be forfeited. Cub Scouts and one adult can attend. Scouts BSA youth get one free week at Camp Mitigwa summer camp or National Youth Leadership Training (NYLT) week.
- **Camp sessions are not carried forward to future camp years.**
 - **How to register qualifying Scouts for free camp:** Start your camp registration. Enter all the contact and participant information. You will have received an email with a voucher number for your Scout. Enter this number in the appropriate field. If you require an adult voucher code Contact Kim Hammen (515-266-2135).

Top Sellers Extravaganza

Be one of the **top-selling Scouts** and attend the

Iowa Wild Game

Dec. 6, 2025

Casey's Arena

There will be activities before the game for our Scouts to participate in, too!

More information to come!

Scouts who sell \$3,000 can attend and bring 5 guests

Unit Kernels get 3 tickets to attend

2025 Product Lineup

<u>Description</u>	<u>Selling Price</u>	<u>Containers/Case</u>
Chocolate Pretzels (12 oz) PRODUCT SHIPPED IN SEPTEMBER. Product available for Replenishment & Take Orders only.	\$30	12
Unbelievable Butter microwave *12 sleeves per container	\$25	6
Salted Caramel (11 oz) *ready to eat	\$20	12
White Cheddar (6 oz) *ready to eat	\$20	12
Kettle Corn (4.5 oz) *ready to eat	\$20	12
Popping Corn (28 oz)	\$20	9