



Pack 444

2025 Popcorn Kickoff

Benefits of Popcorn Selling

Benefits for Scouts and Pack

- Only Fundraising we do for the entire scouting year!
- Scouts who sell \$2,000 can cover the costs of their Pack dues (\$125)
- Earn eGift Cards by earning points per \$1 sold. Points then determine gift card value available.
 - Multiple gift card options this year and may pick one or multiple different gift cards
 - Scouts choose the gift cards they want

Scouts Learn

- How to help others around them
- Public speaking & math skills
- Salesmanship & perseverance
- How to earn their own way
- The value of hard work
- How to handle rejection



**LEARN
PEOPLE SKILLS**



**LEARN MONEY
MANAGEMENT**



**BECOME
GOAL SETTERS**

A Scout is thrifty!

Our Pack is Powered by Popcorn

Pack 444 Fundraising Details:

- Our goal for retail sales is \$25,000.
- Currently we have 19 Scouts registered in Trails End. We have 29 registered Scouts with our Pack. We are missing 10 Scouts who are not registered in Trails End but registered with Pack. Of those 10 missing 3 are Scouts who newly joined the Pack in last 6 months. Remaining 7 have been registered with Pack for more than 6 months.
- The Pack's expectation is that every Scout sell popcorn.
 - Part of being a Scout is following the Scout Law which emphasis that a Scout is Helpful and Thrifty
- The expectation is that every Scout will sell at least \$1000 of popcorn (retail value). This means we need every Scout to sell at least 50 items at \$20 per item.

Why do we need to sell Popcorn?

Pack Budget and Operating Expenses Breakdown

- Our annual operating costs are a minimum of \$11,000 per Scouting Year.
- This breakdown to a per Scout cost of on average around \$367.00 per registered Scout
- Pack Dues =\$125.00
- Remaining Cost per Scout after dues (covered by Pack)=\$242.00
- Based on current operating costs unless we sell \$25,000 in Popcorn this Popcorn Fundraising Year, we will not have enough money to continue to fund the historical expense of the Pack.
- This means that either Pack Dues must increase, or certain expenses will have to be significantly decreased.

We need every Scout and every Scout Parent to understand that there is more in it than meets the eye. We are not selling popcorn we are selling a Scouting experience for all our children who are part of this Pack.

None of us want to have to pay an admission fee for the Pinewood Derby or not be able to throw the annual advancement ceremony's the Scouts are accustomed to enjoying. BUT- the only way to continue to operate the way we have been is to have every single Scout and Parent committed to supporting our fundraising efforts.

Last year the heavy lifting of Popcorn Sales came from around 12 different Scouts of around 21 registered to sell popcorn. Some of the top sellers have moved on to the Troop level therefore we must have new top sellers emerge this fundraising season!

Budget Overview				
Cost per Scout:	\$367		Trails End Budget Calculations for Unit	
Scouts:	30		TE Unit Sales Goal:	\$24,167
Total Cost:	\$11,000		Actual Sales Goal:	\$25,000
Pack Dues	\$3,750		Per Scout Goal:	\$1,000
Remaining Costs	\$7,250		Unit Commission \$:	\$7,500

Unit Information		
Unit Name:	Pack 444	
Number of Scouts:	30	
Pack Dues: per Scout/Pack funds received	\$125	\$3,750
Unit Commission % on Popcorn Sales:	30%	

Annual Operating Costs (Based on 2024-2025)	
Cost	Total Cost
Supplies/Crafts/Consumables	\$1,000
Charter	\$1,500
Camp outs/Jamobree's	\$2,000
Advancements (AOL + PACK)	\$1,500
Pinewood Derby	\$1,500
Events/Parties/Service Events	\$1,500
Awards, Pins, Trophies, Etc.	\$1,500
Recruitment	\$500
Total Expenses	\$11,000

What's on the Calendar for this year?

2025-2026 Scouting Year Calendar

As we know that sometimes seeing is believing! Here are some of the top events and activities planned for the 2025-2026 Scouting Year!

- **August/September:**
 - 8/26- Pack Open House Night
 - 9/02- Parent Orientation Night and 1st Pack Meeting
- **October/November:**
 - 10/28- Halloween Party
 - 11/4- Pinewood Derby Kickoff
 - 11/11- Veterans Day Meeting
- **December/January**
 - 12/9-Sock Snowball Fight (Service Event)
 - 12/13- PWD Build Workshop at Anderson House Garage
 - 12/16- Cookie Decorating with Ruth (Service Event)
 - 1/13- PWD Car Weigh in and Submission Day
 - 1/16- Pinewood Derby Race Day!
- **February/March**
 - 2/3-Little Library Build Kick off
 - 2/8-Scout Sunday
 - 2/10- Blue and Gold Banquet
 - 2/24- AOL Crossover (Sad to see you go but love watching you leave)
- **April/May**
 - 4/5-Easter Pancake Breakfast (Service Event)
 - 4/7- Guest Speaker Meeting (TBD)
 - 5/19- Advancement Ceremony
 - 6/7- Annual Pack Committee Planning Meeting

Want to access the full Scouting Year Calendar?
Head on over to our brand new Pack Website!

1) Visit the calendar page by visiting:

<https://www.Littletonpack444.com/calendar/>

2) Visit the Resources page to download the PDF Copy of
the calendar:

<https://www.Littletonpack444.com/resources/>

Ready to check out our new website?
Scan the QR Code now and look around!

**Pack 444
Website**



So What Happens Now????

NOW WE SELL POPCORN!

- The Pack is here to help and support you along this journey.
 - Its going to take everyone helping out to reach out goal.
 - Don't know where to start.... Sign up for a store front and learn from those who have done it before.
 - Come talk to the Popcorn Kernal or Top Selling Scout Mom (Sarah White)
-
- Lets dive right in! The following sections will arm you with all the information, tools and help you need to help your Scout be successful in this year's popcorn selling season.

Step #1- Get your Scout registered!

- Hopefully, most people have completed this step already!

Steps for registering new Scouts (Complete steps one time PER SCOUT registering)

- 1) Download the Trail's End app from Google Play Store or Apple Store.
 - You can use this link to get started: [Click Here to Access App Downloads](#)
 - You can use this link to complete the registration process from a computer if needed: [Link to Webpage for Computer Registration Option](#).
 - However **you will be required to download the app** to complete any sales so doing so now ensure the smoothest start of popcorn sales
- 2) Click the Register link on the main screen
- 3) Input the information requested-This will include Scout name, email, phone, username and password. **ONLY INPUT ONE SCOUT AT A TIME!**
- 4) When it asks for Unit Code, enter **FAGC2**
- 5) Repeat steps for each additional Scout you are needing to register.

TRAIL'S END TECHNOLOGY SCOUT APP

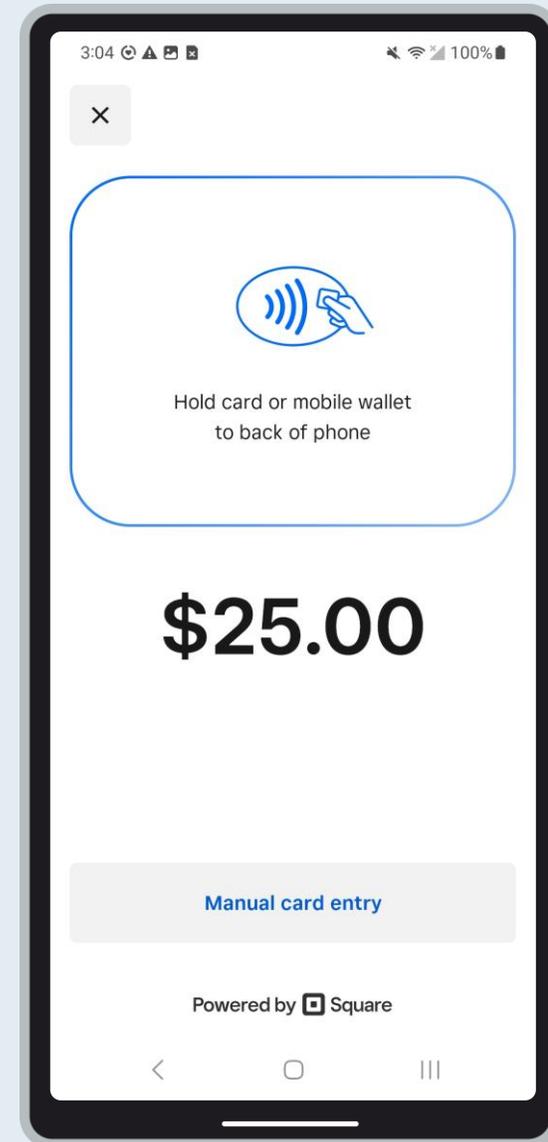
- Point of Sale System
- Saves time and easy to use
- Google Play & Apple App Store
- Tracks real-time Scout sales/inventory
- Manages storefront shifts
- Accepts credit cards (85%+) and cash
- All CC Fees paid by TE
- Tap to pay directly through phone



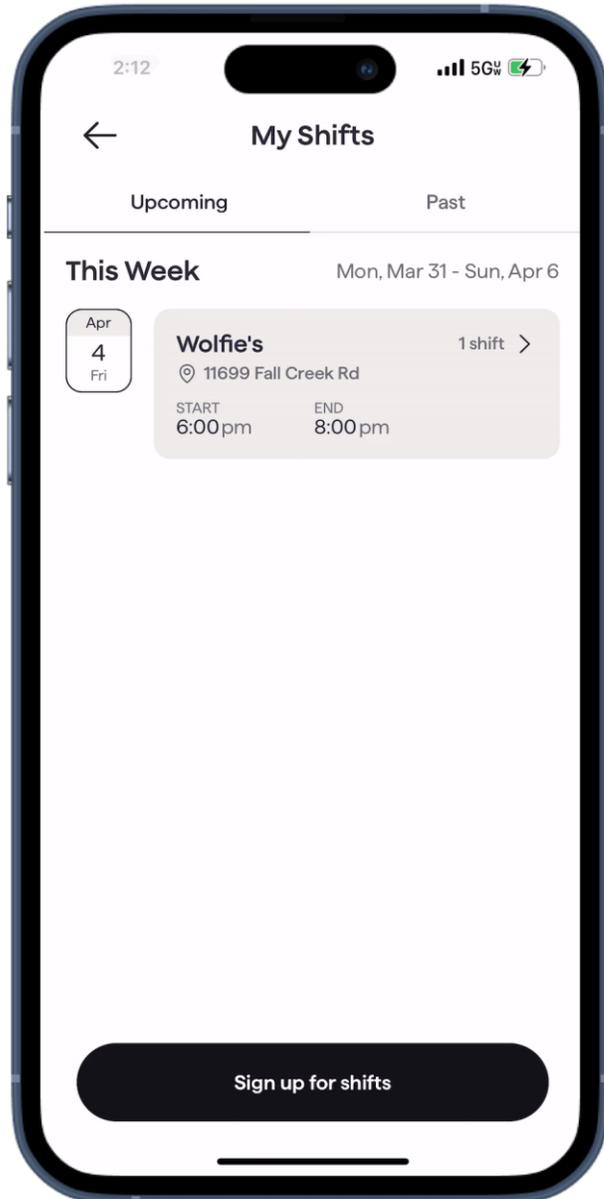
Trail's End App

TAP TO PAY

- ✓ Available for iPhones and Android phones
- ✓ No longer need to have a square device to take credit card payments.



STOREFRONTS



- ✓ We have more than the necessary number of storefront hours needed to reach our goal.
- ✓ Scouts/ Scouts Parents sign up for shifts in the App (no desktop version)
- ✓ Some of the stores we will have storefront shifts at currently for this year are:
 - King Soopers
 - Cabela's
 - Ace Hardware
 - Safeway
 - Lowes
- ✓ We have storefront shifts every weekend from August 23rd through October 26th. Ideally, we do not need to add additional storefronts for early November.
- ✓ If you would like weekday storefront shifts, please coordinate this request with Popcorn Kernal to add for you to sign up for.
- ✓ Shifts need to be signed up for by Wednesday evening for upcoming weekend.
- ✓ Shifts with no scouts signed up for the entire day get auto released on Thursday AM.

STOREFRONTS- KEY NOTES

- ✓ Storefront shifts are now available for you to sign up for!
- ✓ If you sign up for a shift you need to be there!
- ✓ If you need to drop a shift and its after Wednesday, please notify Popcorn Kernal BEFORE dropping so we can ensure we don't lose the entire storefront location for the day so someone else can pick it up.
- ✓ Each storefront shift is for a two hour window with 2 scouts allowed to sign up.
- ✓ This is by design as this is what is suggested as the most successful way of completing storefront location shifts.
- ✓ Coordination between the two shifts for popcorn hand off will be organized by Popcorn Kernal and Scouts signed up for shifts at a given storefront on a given day.
- ✓ We have Saturday and Sunday shifts for each weekend through October 26th.
- ✓ Everyone needs to be selling popcorn Labor Day weekend. This is our most successful selling weekend so weather your doing a wagon sale on your own or taking storefront shifts you need to be selling. We have multiple storefront locations on Monday September 1st. Ideally all shifts are filled for the entire weekend so Saturday August 30th, Sunday August 31st and Monday September 1st. We have two locations on Saturday, two locations on Sunday and 3 locations on Monday.

Storefront Best Practices

Scouts must be in full Class A uniform at storefront!

Scouts must demonstrate all parts of the Scout Law while on Storefront Shifts!

Prep

- Enough popcorn to sell \$300 per hour.
- A fully charged phone with the Trail's End App.
- 6-foot table & banner/sign
- Envelope or Small box with small bills.
- Scout should use the restroom before shift.
- Place products highest to lowest.
- NEVER put prices on table.

Scout Role

- Wear your uniform.
- Stand in front of the table.
- Smile & walk up to everyone.
- Look the customer in the eye and give your pitch.
- Guide them to the table to pick their products.
- It helps to memorize the prices!
- Let your parent handle the money so you can get more customers.

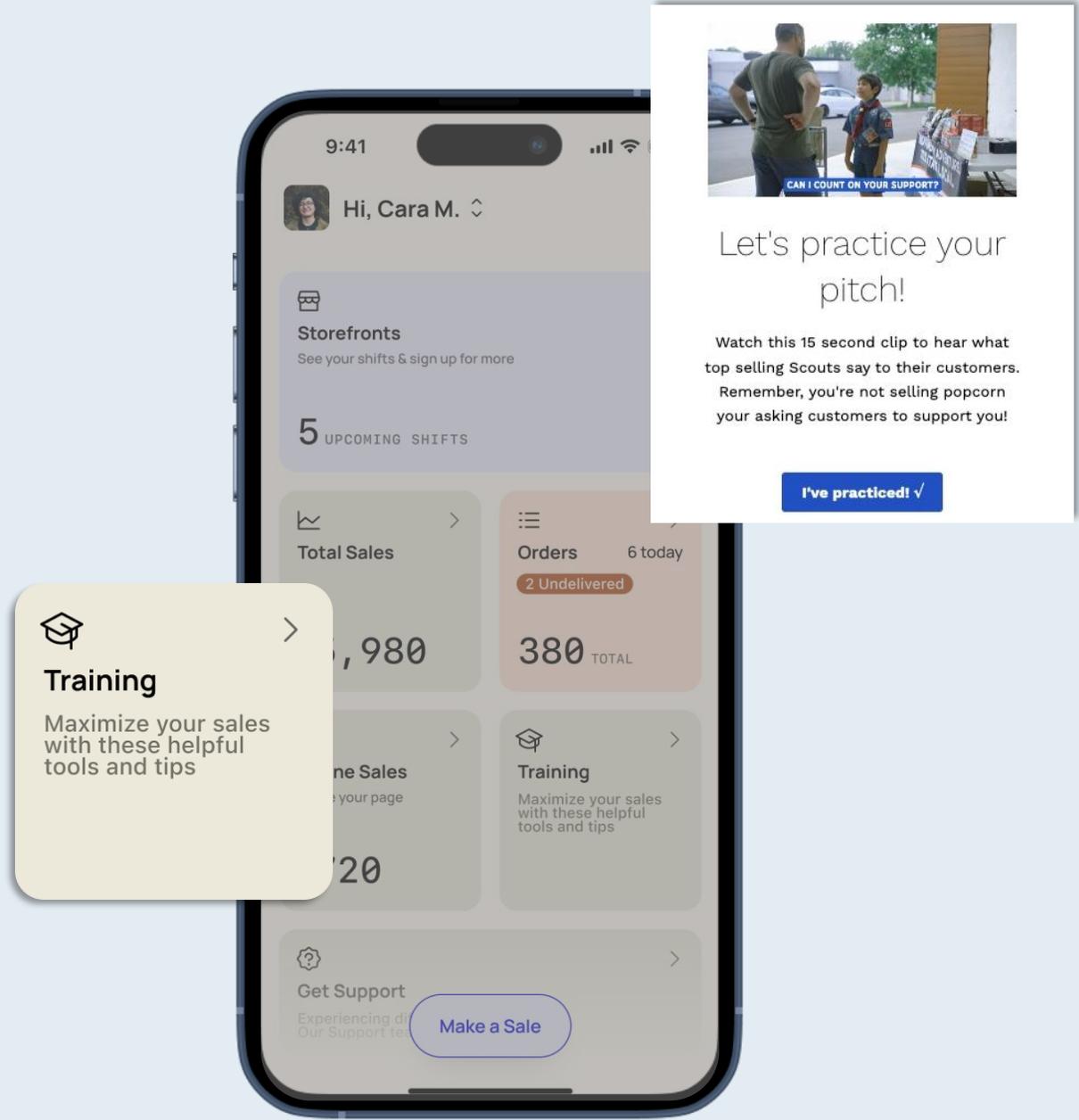
Parent Role

- Encourage your Scout to keep asking. "No's" happen, that's okay!
- Handle table and products setup.
- Stand and thank everyone!
- Share what your Scout will get with the consumers' support.
- Enter orders so your Scout can get more customers.
- Submit all donations in App.

Trail's End App

TRAINING

- ✓ Training is proactively recommended to Scouts in the app
- ✓ We track Scout's interaction with training
- ✓ We'll use data to recommend follow-up training when Scouts need it



Scout Sales Pitch

Remember! You are not selling popcorn!
You are selling the Scouting Experience and Adventure.

The easiest way to explain it to a customer is that
they are supporting you and our Pack with a donation
and in return we give them a thank you gift!

“Hi, my name is _____ and I’m earning my way
(first name only!)

to _____! Can I count on your support?
(goal for your funds)

My favorite flavor is _____. If you don’t
(pick one!)

have cash, don’t worry, we prefer credit card!”

Scout Sales Pitch

Important!

Remember:

NEVER, NEVER, NEVER ask customers to buy popcorn.
It's to support You!

* If you cannot remember your sales pitch, say,
"Will you help me go to Camp?"

Even if the customer says no, always say,
"Thank you" and "Have a good day."



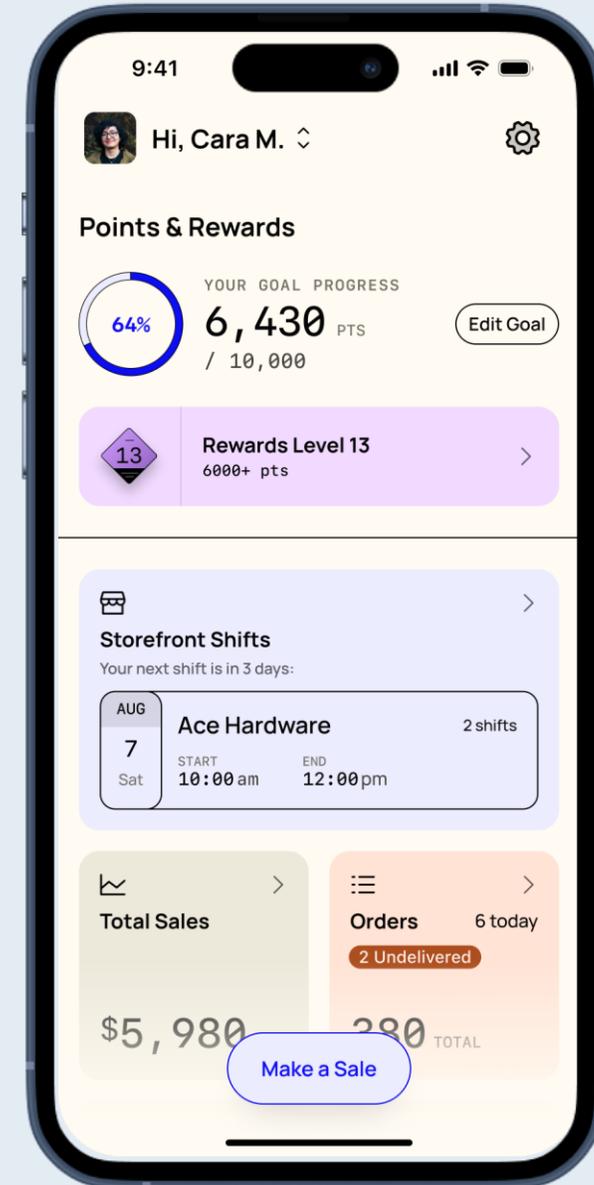
Trail's End.

Trail's End App

DASHBOARD

✓ Single screen for all key actions:

- Make a sale
- Goal and rewards
- Cash to Credit
- Storefronts
- Sales data
- Orders
- Online sales
- Training



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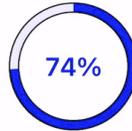
5G



Ethan N.



Points & Rewards



YOUR GOAL PROGRESS

12,987 PTS

/ 17,500

Edit Goal



Rewards Level 16

12000+ pts



Convert Cash to Credit

\$282 TOTAL

Scout Sales

\$282



Total Sales

\$10,476



Orders

1 today

1 TOTAL

Make a Sale

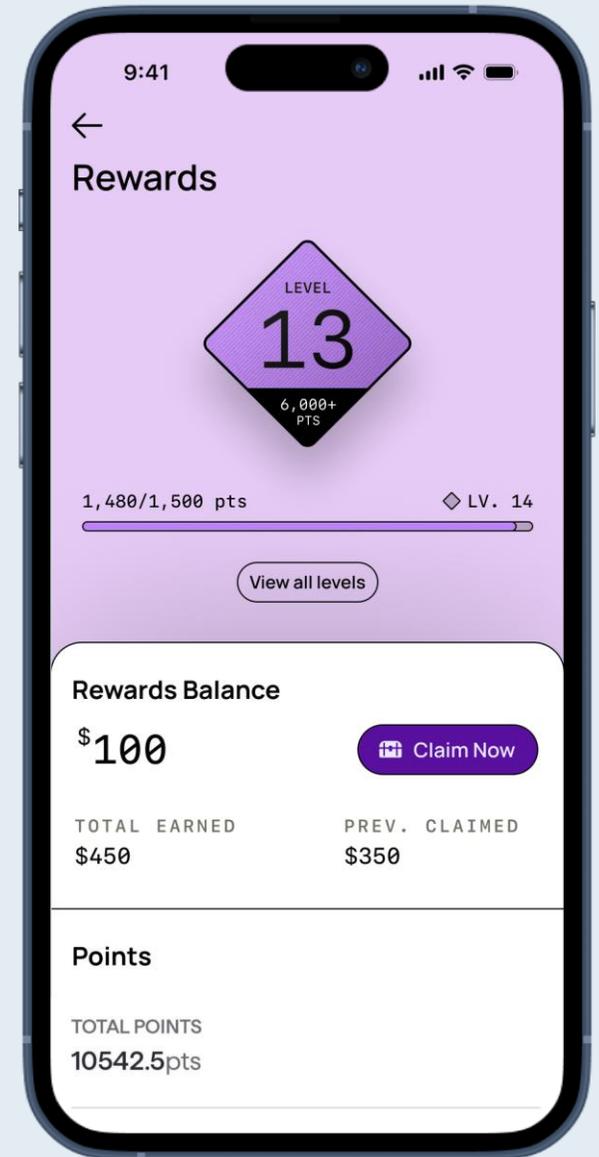
My Storefront Schedule

REWARDS

- ✓ New: Levels help Scouts celebrate their progress
- ✓ Easily claim rewards to access more gift card options
- ✓ See details on the points you have earned
- ✓ Access your claim history
- ✓ Each Scout in our Trails End Account has been assigned a 1250 points goal. This is because like mentioned before we need every Scout to sell at least \$1000 this fundraising season. This will equal 1250 points if you hit this goal!

MAXIMIZE THE POINTS YOUR SCOUTS WILL GET!

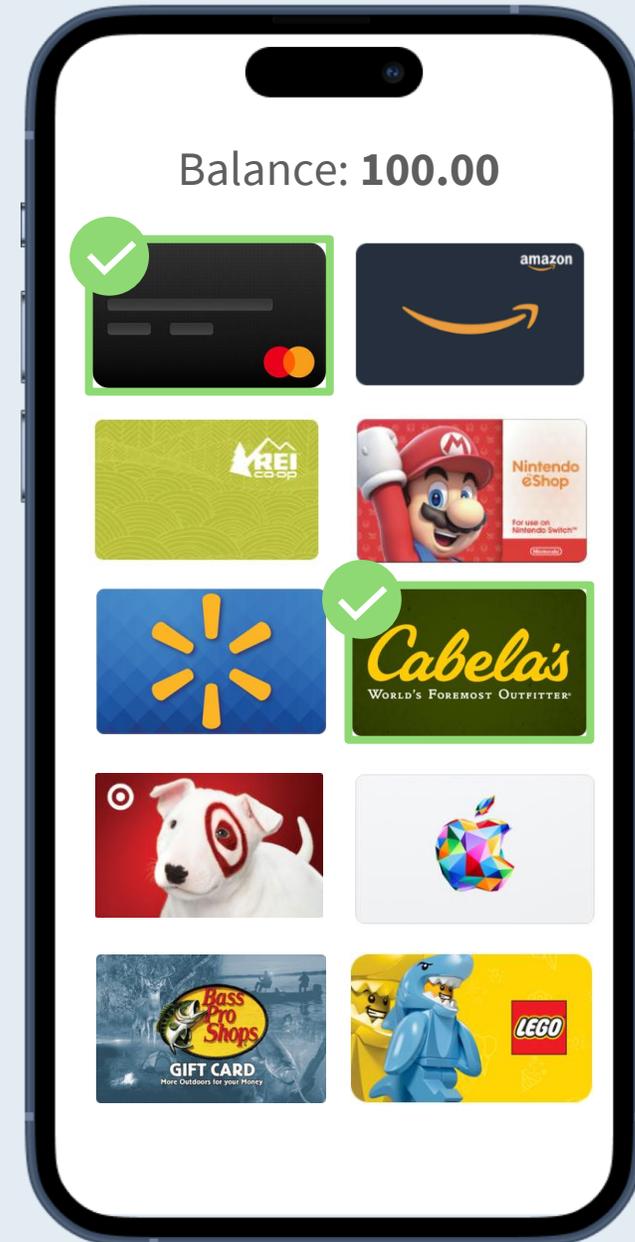
- **EMPHASIZE CREDIT CARDS** WITH CONSUMERS WHEN MAKING A SALE (1.25pts per \$1 sold)
- CONVERT **CASH SALES TO CREDIT** (1.25pts per \$1 sold)
- **SUBMIT DONATIONS** TO HEROES & HELPERS (1.75pts for credit / 1.5pts cash per \$1 sold)
- **SELL \$500 ONLINE** AND GET 250 BONUS POINTS



TRAIL'S END APP

SCOUT REWARDS

- ✓ Additional gift card options
- ✓ Scouts can split their rewards across multiple gift cards
- ✓ No approving, receiving, distributing, or replacing prizes.
- ✓ Uncapped levels to incentivize top sellers.



TRAIL'S END APP SCOUT REWARDS

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

12:48

5G



Rewards Balance

\$30

 Claim Now

TOTAL EARNED

\$10

PREV. CLAIMED

\$30

Points

TOTAL POINTS

1001.25pts

Sales 501.25pts 50%

Storefronts 0pts 0%

Scout Sales 501.25pts 50%

Online Sales 0pts 0%

Cash to Credit 0pts 0%

Promotions 500pts 50%

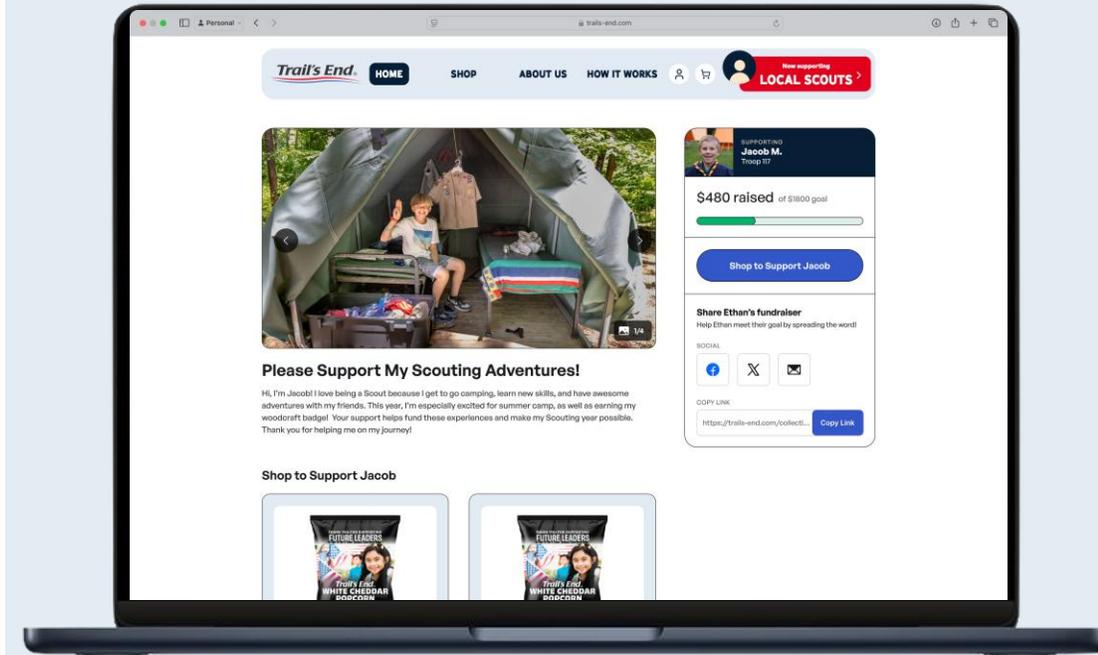
My Claims History

Tap a past claim to [resend claim details to your email.](#)

TRAIL'S END ONLINE

Your Scouts Personal Selling Page!

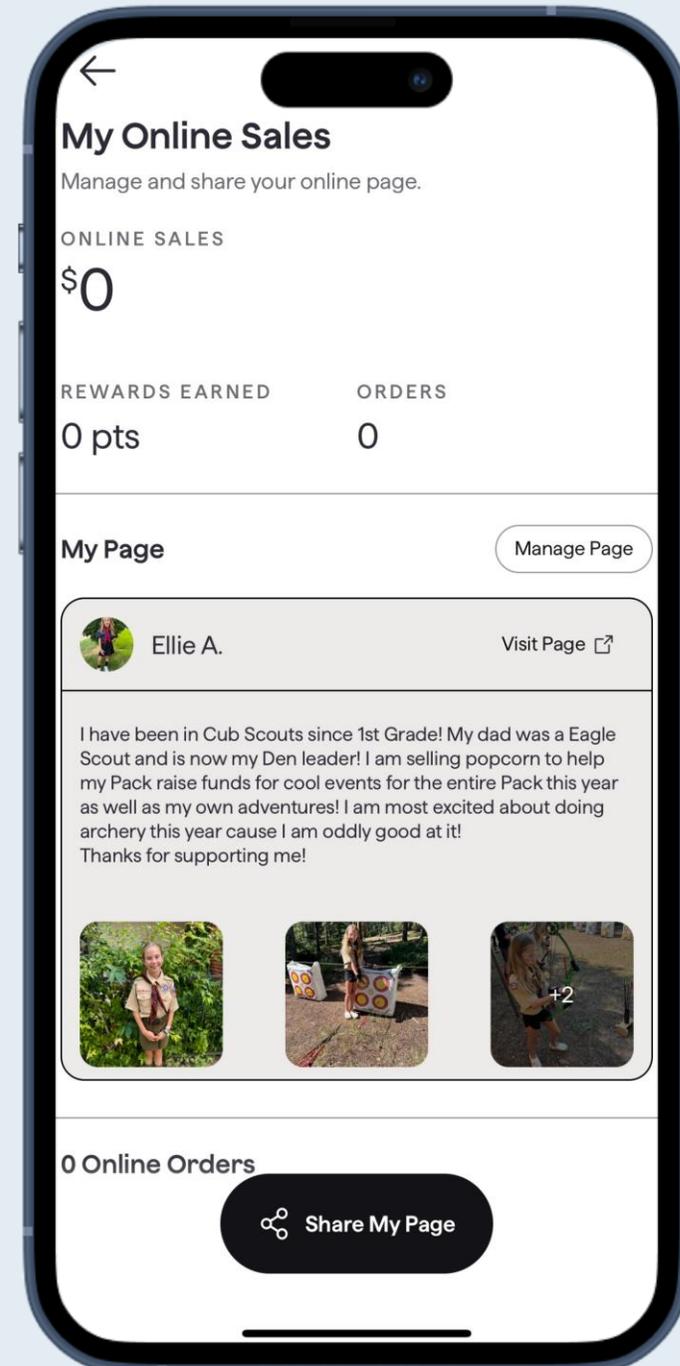
- ✓ Redesigned Scout pages that:
 - Emphasize the Scout and their story
 - Allow you to share your Scout's pages with your network of supports
- ✓ Storefronts are not for everyone, and we understand many things might get in the way of being able to spend time at storefronts selling popcorn. So, setting up and sharing your Scouts personalized Scout Page allows you to reach those that want to support your Scout quickly and easily!
- ✓ Share on your established social media platforms and watch the sales roll in!
You don't even have to worry about delivering product!



Trail's End App

ONLINE SALES

- ✓ Share is the primary action Scouts can use to reach their network via text, email, and social media platforms.
- ✓ Scouts can view their online sales anytime via the app.
- ✓ This year all online sales ship for a flat rate of \$5.99 per order!



2025 TRAIL'S END PRODUCTS LINE UP



**WHITE
CHEDDAR
POPCORN**

\$20



**SALTED
CARAMEL
CORN**

\$20



**SWEET & SALTY
KETTLE CORN**

\$20



**POPPING
CORN**

\$20



**MICROWAVE
BUTTER
POPCORN**

\$25

Key Dates

Popcorn Kickoff	Tuesday, August 19th
Online Sales Begin	Tuesday, August 19th
Popcorn Storefront Sales start	Saturday, August 23 rd
Popcorn Returns	Monday, October 13 th
Ideal date we are done selling	Sunday, Nov 2nd

Resources

- Our new website has an entire page dedicated to Popcorn Sales and has a lot of good tools and information that you may need.
- Great Colorado District also has an easy to navigate webpage where you can find a lot of resources and documents
 - <https://scoutingcolorado.info/parent-resources/popcorn>

Scouts! You ready for the really fun stuff now?

Greater Colorado Council Bonus Prizes-2025

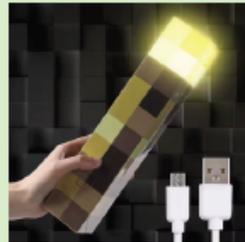


2025 INDIVIDUAL POPCORN PRIZES

COUNCIL REWARDS

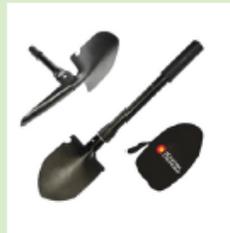
SELL:

\$300



LIGHT

\$600



SHOVEL

\$1000



PARTNER ORGAN-
IZATION TICKETS

TRAIL'S END REWARDS

Earn points for sales! Each point level earns a higher-level gift card from their choice of 15 retailers! (Points are based on Heroes & Helpers or product sales, payment method, and special promotions.)

Level 1 starts at 500 points (Scouts earn a \$10 gift card) and go to Level 18 with 17,500 points (Scouts earn 10% of points, so at 17,500 they would get a gift card of \$1750, and if they had 20,000 they would get a \$2,000 gift card, etc).

NEW THIS YEAR-BINGO CARDS

Bingo Cards- New this year we are handing out bingo cards to all Scouts to help each of you stay motivated to keep on selling!

Complete your bingo card and turn it in for a special prize.

You can complete more than one card so finish one, grab a prize and start another.

Bingo cards are available for pickup tonight!

Popcorn Sale BINGO!

Sold to a grandparent or aunt/uncle	Asked a Teacher	Make 3 Wagon Sales	Collected 3 Helpers and Hero's Donation	Setup an online account
Hit \$1000 in Sales	Sold at non storefront event	Someone says "I didnt know girls could be in boy scouts"	Said, "Thank You" to 10 customer in one shift	Cheese Lover- sold both white cheddar and microwave butter popcorn in same sale
Stumbled through a tough sale but still closed it	Didn't eat any of your popcorn goods while selling	FREE SPACE	Told "I don't have any cash" 5 times	Asked a Neighbor
Told "no" 10 times	Had 1 person ask about Chocolatey Pretzels	2 Storefront shift	Lost the price sheet at storefront booth	Told "no" 3 times in a row
Had to use the bathroom more than 3 times in one shift	Encouraged Fellow Scout to keep trying	Bought yourself your favorite flavor!	Sold in different state	Make 5 Online Sale

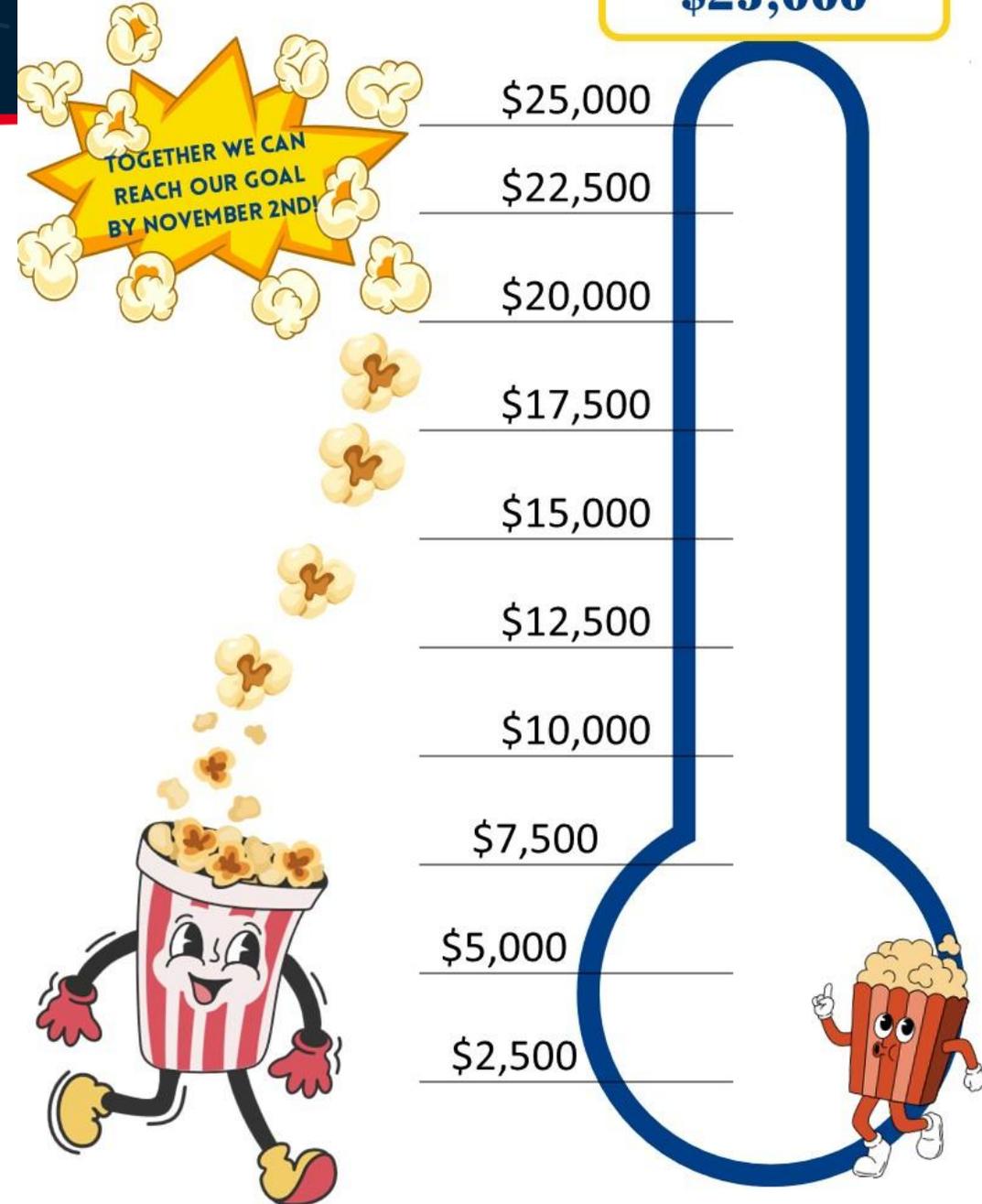
myfreebingocards.com

Top Pop Clip Up Weekly Round Up!

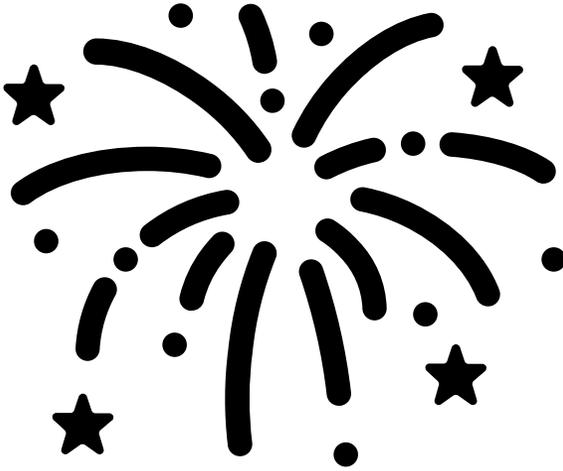
- We will have a fundraiser tracker at each weekly meeting to showcase where we are at in reaching our goal.
- Based on each Scouts Sales they will get to move their name to different levels week to week to showcase their hard work and dedication to selling and helping our Pack!
- Certain levels will qualify the Scout to pick a prize from our prize grab bag!
- To have a chance to pick from the best grab bag you will need to be in our highest tier group! Not all groups will get to pick a prize. So, sell more popcorn have a chance at picking better prizes!
- Tier's will be released when we do our first clip up roundup which will occur at our first Pack meeting and continue weekly after that.

Pack 444 Popcorn Fundraiser
Goal Tracker 2025

Goal:
\$25,000



End of Sales Celebration and Top Seller Awards!



- Traditionally once we have completed our fundraising season and have reached our goal (which is when we end our fundraising season...) top sellers get to pick a Pack Leader.
- This is certainly still a available option but to give the Scouts a bit more say in the game we are changing it up this year! The top 10 sellers will get to vote on what they would like to do for our End of Sales Celebration.
- The top 10 sellers will get to choose from 5 different options that the Pack Leadership will come up with. Whatever choice gets the most votes is what we will do to celebrate this year!

Resources

- Our new website has an entire page dedicated to Popcorn Sales and has a lot of good tools and information that you may need.
- Great Colorado District also has an easy to navigate webpage where you can find a lot of resources and documents
 - <https://scoutingcolorado.info/parent-resources/popcorn>



Who's Ready to work?

Thank You!