

**Middle TN Council
2026 Popcorn Sale Kick-Off**

Trail's End®

Middle TN Council – 2025 Total Sales



Total Unit Sales: \$1,342,526

Total Unit Retail sold including Traditional Unit Orders and Online sales attributed to the Council

Unit Commissions: \$477,449

Total Unit Commissions for both Traditional Retail Ordered and Online Sales

Council Commissions: \$443,779

Middle TN Top Scouts

Trail's End®

Scout Rank	Scout Name	District Name	Unit Name	Scout Sales
1	Caden K	Frontier	Pack 0273	\$14,890
2	Ira L	Percy Priest	Pack 0700	\$10,179
3	Jackson M	Bledsoe Creek	Pack 1322	\$7,191
4	Elijah K	Cogioba	Pack 0534	\$7,131
5	William T	Bledsoe Creek	Pack 1322	\$6,464
6	Cole C	Frontier	Pack 0273	\$6,365
7	Brady T	Frontier	Pack 0273	\$6,224
8	HarperAnn K	Percy Priest	Pack 0700	\$6,124
9	Harrison W	Frontier	Pack 0273	\$6,120
10	Ethan T	Frontier	Pack 0273	\$6,109
11	JACKSON S	Frontier	Pack 0273	\$5,989
12	Gabriel L	Frontier	Pack 0273	\$5,977
13	Bryce T	Trail of Tears	Pack 0095	\$5,775
14	Max T	Frontier	Pack 0273	\$5,712
15	Peyton C	Frontier	Pack 0273	\$5,507
16	Ronan G	Cogioba	Pack 0534	\$5,454
17	Briceson C	Bledsoe Creek	Pack 0125	\$5,356
18	Hudson C	Frontier	Pack 0273	\$5,183
19	Raegyn W	Bledsoe Creek	Pack 0404	\$5,041
20	Evan J	Elk River	Pack 0314	\$4,606
21	Issac M	Frontier	Pack 0273	\$4,575
22	Emaline S	Frontier	Pack 0273	\$4,518
23	Aiden R	Frontier	Pack 0273	\$4,343
24	Finn O	Bledsoe Creek	Pack 1322	\$4,311
25	Eli F	Frontier	Pack 0273	\$4,303

Middle TN Top Scouts and Units

Unit Rank	Unit Name	District_Name	Unit Traditional Sales	Unit Online Sales	Unit Total	Total Sales/Att
1	Pack 0273	Frontier	\$171,462	\$6,112	\$177,574	\$ 2,089
2	Pack 1322	Bledsoe Creek	\$79,257	\$9,371	\$88,628	\$ 1,672
3	Pack 0700	Percy Priest	\$64,034	\$4,204	\$68,238	\$ 1,452
4	Pack 0136	Natchez Trace	\$38,901	\$8,948	\$47,849	\$ 797
5	Pack 0351	Frontier	\$33,256	\$8,737	\$41,993	\$ 627
6	Pack 0566	Cogioba	\$30,974	\$4,026	\$35,000	\$ 745
7	Pack 0534	Cogioba	\$30,930	\$3,023	\$33,953	\$ 871
8	Pack 0314	Elk River	\$28,568	\$1,552	\$30,120	\$ 700
9	Pack 0404	Bledsoe Creek	\$27,318	\$2,343	\$29,661	\$ 927
10	Pack 0095	Trail of Tears	\$24,561	\$3,485	\$28,046	\$ 738
11	Pack 0753	Cumberland River	\$24,800	\$1,870	\$26,670	\$ 567
12	Pack 0014	Natchez Trace	\$20,012	\$5,350	\$25,362	\$ 769
13	Pack 0125	Bledsoe Creek	\$21,900	\$2,820	\$24,720	\$ 883
14	Pack 0153	Cumberland River	\$19,938	\$4,395	\$24,333	\$ 487
15	Pack 0275	Natchez Trace	\$18,308	\$4,603	\$22,911	\$ 603
16	Pack 2019	Trail of Tears	\$18,791	\$3,796	\$22,587	\$ 706
17	Pack 0643	Cumberland River	\$20,376	\$2,172	\$22,548	\$ 626
18	Pack 0075	Bledsoe Creek	\$17,932	\$3,259	\$21,191	\$ 921
19	Pack 0290	Natchez Trace	\$15,070	\$2,788	\$17,858	\$ 576
20	Pack 0509	Cogioba	\$14,747	\$1,947	\$16,694	\$ 576
21	Pack 0309	Natchez Trace	\$15,580	\$323	\$15,903	\$ 1,325
22	Pack 0506	Cogioba	\$13,637	\$1,332	\$14,969	\$ 788
23	Pack 1225	Natchez Trace	\$13,735	\$1,156	\$14,891	\$ 382
24	Pack 0522	Cogioba	\$11,461	\$2,677	\$14,138	\$ 488
25	Pack 0374	Trail of Tears	\$12,006	\$1,172	\$13,178	\$ 300

MTC Scout Hours Dashboard



Reservation Hours Available from TE for MTC	10,700
Shift Hours Collected by Units	4,700
Shift Hours Claimed by Families	4,055
Shift Hours Worked by Scout	3,672

**For 2026 TE has already booked
OVER 13,000 HOURS of storefronts for MTC!**

TOP SELLING SCOUTS

Rank	Scout	Unit	Council	Total \$'s
1	Layton S	Troop 282	Chief Seattle Council	\$70,595
2	Jonathan W	Troop 3714	Northern Star Council	\$69,453
3	Blake R	Troop 25	Jersey Shore Council	\$60,457
4	Jacob G	Pack 675	Atlanta Area Council	\$51,200
5	David J	Pack 314	Las Vegas Area Council	\$34,336
6	Grayson V	Pack 313	Greater Tampa Bay Area Council	\$34,002
7	MA J	Troop 282	Chief Seattle Council	\$33,670
8	Maximus J	Pack 3547	Northern Star Council	\$32,335
9	Alana B	Pack 234	Baltimore Area Council	\$31,437
10	Jude L	Troop 279	Northern Lights Council	\$30,804
11	Ezra M	Pack 0202	Pacific Harbors Council	\$30,328
12	Zoey K	Pack 62	Northeast Georgia Council	\$30,305
13	Christian O	Pack 3303 (W2)	Lake Erie Council	\$28,826
14	Jayden C	Troop 194	Northeast Illinois Council	\$28,424
15	Preston E	Pack 7721	Garden State Council	\$28,107
16	Gavin B	Pack 862	Greater Los Angeles Area Council	\$27,170
17	Trevor N	Troop 1180	Sam Houston Area Council	\$27,012
18	Nathan R	Troop 3506	Northern Star Council	\$26,399
19	Brody G	Troop 0384	California Inland Empire Council	\$26,381
20	Lexi H	Pack 88	Nevada Area Council	\$25,175

★ **\$70,595** ★

#1 Seller

Layton S., Troop 282,
Chief Seattle Council

★ **4 Scouts** ★

Sold >\$40K

Layton S., Jonathan W.,
Blake R., Jacob G.

★ **51 Scouts** ★

Sold >\$20K

★ **384 Scouts** ★

Sold >10K

Represents 6.7% of the Sale

Rank	Unit	Council	Total \$'s
1	Pack 313	Greater Tampa Bay Area Council	\$400,621
2	Pack 7721	Garden State Council	\$194,274
3	Pack 0273	Middle Tennessee Council	\$177,574
4	Pack 365	Greater Yosemite Council	\$146,174
5	Pack 3303	Lake Erie Council	\$145,653
6	Troop 282	Chief Seattle Council	\$139,636
7	Pack 0583	Mid-Iowa Council	\$138,848
8	Troop 3714	Northern Star Council	\$125,184
9	Pack 62	Northeast Georgia Council	\$119,871
10	Pack 3396	Last Frontier Council	\$119,356
11	Pack 1857	Circle Ten Council	\$112,766
12	Pack 0264	Crossroads of America Council	\$109,310
13	Pack 189	Northeast Illinois Council	\$108,445
14	Pack 0081	East Carolina Council	\$108,093
15	Pack 77	Las Vegas Area Council	\$108,013
16	Troop 311	Greater Colorado Council	\$106,764
17	Troop 64	High Desert Council	\$104,854
18	Pack 107	Three Fires Council	\$104,155
19	Pack 0112	Crossroads of America Council	\$103,399
20	Troop 0384	California Inland Empire Council	\$101,259

NEW ALL TIME RECORD!

★ **\$400,621** ★
Pack 313

★ **21 Units** ★
Sold >\$100K

★ **194 Units** ★
Sold >\$50K

★ **2,678 Units** ★
Sold >10K
Represents 78% of the Sale

SET GOALS

Trail's End®

- Build your Unit's Adventure Plan inside Portal
- Share your Unit calendar and budget with parents
- Scouts download the App and set their goals

“

**BELIEVE YOU CAN AND
YOU'RE HALFWAY THERE.**

- Teddy Roosevelt

Products and Pricing

Trail's End®

- One price – simplifies the fundraiser.
 - Inventory management
 - Mistakes with selling the wrong bag
- Trail's End tested this mix last year!
 - \$11 an hour increase
 - 8% more Yeses
 - Scouts understand its not about the product its about ME and my Unit.



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

Products and Pricing

Trail's End®

- **REMEMBER – YOU ARE NOT SELLING POPCORN.**
ANYONE CAN GO INTO A GROCERY STORE AND
BUY A BAG!
- Change your mindset to “\$20 will help me attend
*insert adventure like Jamboree / specific summer
camp!” and pick anything from the table!



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

HOW MUCH DO YOU NEED TO SELL?

The average program costs \$450 per kid for the entire year. On average, kids can sell \$1,000 popcorn in 8-10 hours and fund their entire year. Review your Unit's program calendar with the Unit Committee to determine how much popcorn you will need to sell to fund your ideal year. Use the worksheet below to calculate your sales goals.

Example: Per Kid Sales Goal x Number of Kids = Unit Goal

BUDGET WORKSHEET EXAMPLE

\$12,600	/	28	=	\$450
Annual Budget		Number of Kids		Budget Per Kid
\$450	/	35%	=	\$1,286
Budget Per Kid		Average Commission		Per Kid Sales Goal

Each kid can fund their entire year in only 8 - 10 hours (on avg).



THROUGHOUT THE SALE

- Have Scouts use the Trail's End App
- Order and track inventory in the Portal
- Motivate your Scouts with Rewards

Trail's End REWARDS®

EARN 4X WITH CREDIT

4 POINTS PER \$1 CREDIT & ONLINE SALES

1 POINT PER \$1
CASH SALES

+3 BONUS POINTS PER \$1 FOR
CASH TO CREDIT™

PLUS

1 bonus point per \$1 for Heroes And Helpers®
Earn **ADDITIONAL** bonus points for achieving
sales levels below

CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

Pick one or more:
Amazon® eGift Card, Prepaid
Mastercard®, and others!



WHY IS CREDIT IMPORTANT

72% of U.S. retail is credit — yet Scouts are only 51% credit from consumers. That's a missed opportunity, because **consumers spend 14% more with credit — helping Scouts hit goals 14% faster.**

Plus, not handling cash is safer for

DOWNLOAD REWARDS FLYER



TRAIL'S END APP®

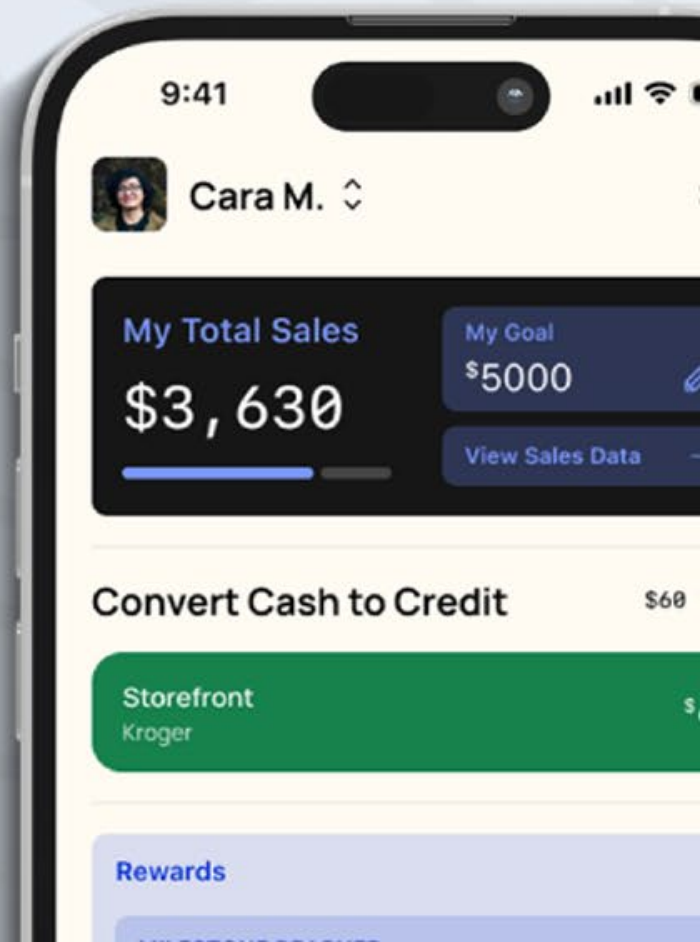
Trail's End®

Scouts:

- Sign-up for Storefronts and get trained
- Personalize and share their online pages
- Claim Trail's End Rewards throughout the sale

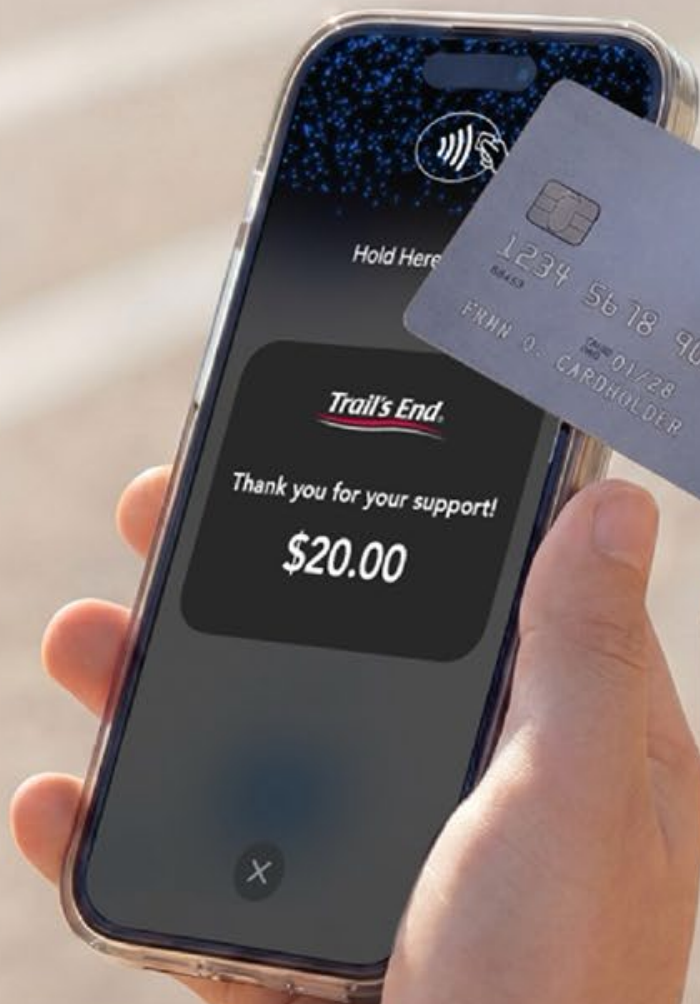
Parents:

- Quickly convert any cash at the end of every shift
- Rewards for Cash to Credit will be applied to shift cash sales according to Unit's split method



GO CASHLESS

Trail's End®



Encouraging credit card and tap-to-pay transactions makes it **faster, easier, and safer** for everyone . . . AND Scouts earn 4x more Rewards with credit!

TRAIL'S END REWARDS HIGHLIGHTS

Trail's End®

Rewards & Life Skills For Your Scouts

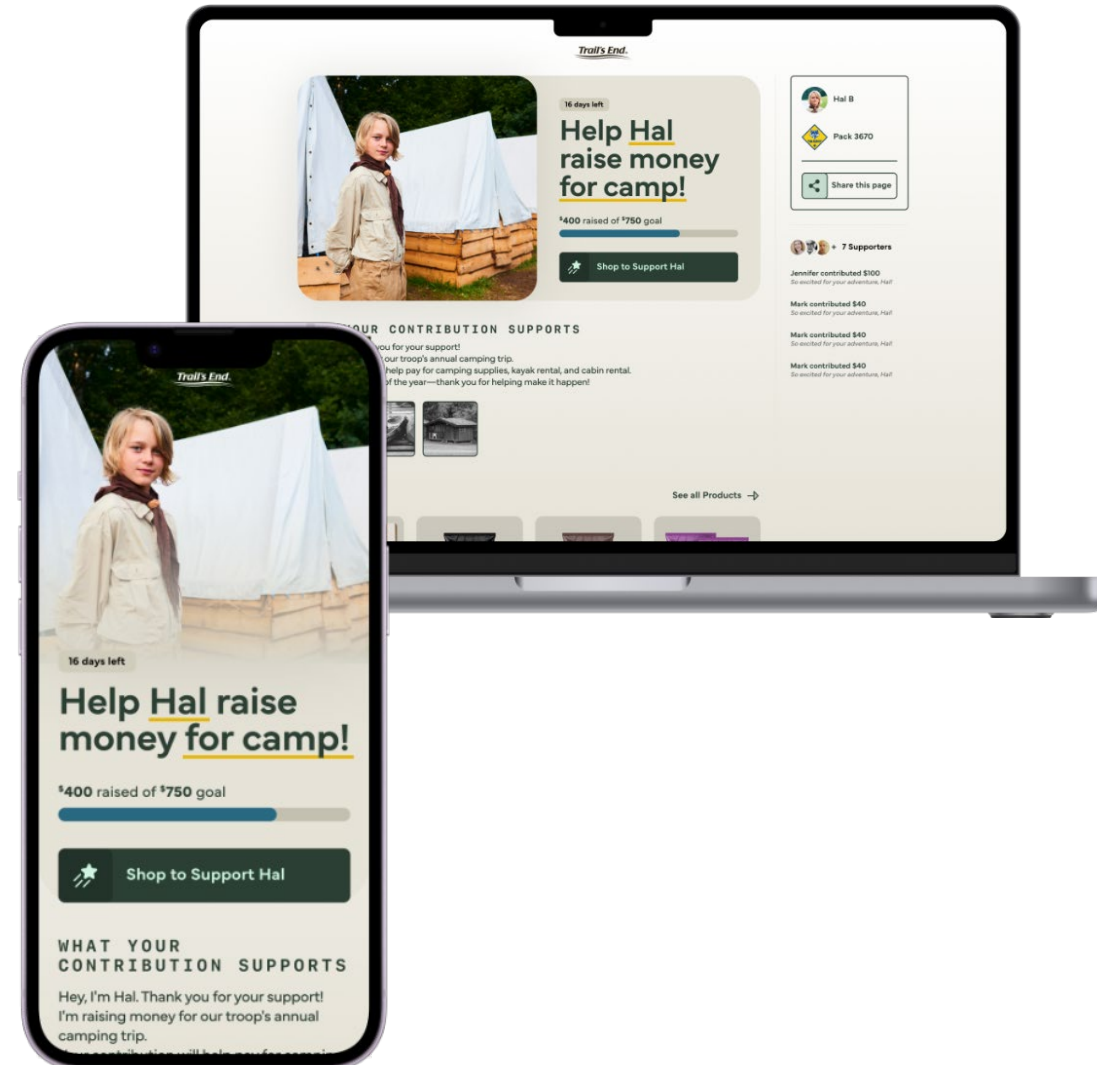
- Earn points and claim e-Gift Cards for adventures, fun, and gear!
 - Credit earns 4x more than Cash
 - +1 bonus point for Heroes and Helpers
 - Scouts earn \$0.01 per point—easy to track and calculate
 - Every sale builds confidence, communication, and



TRAIL'S END PROGRAM - ONLINE



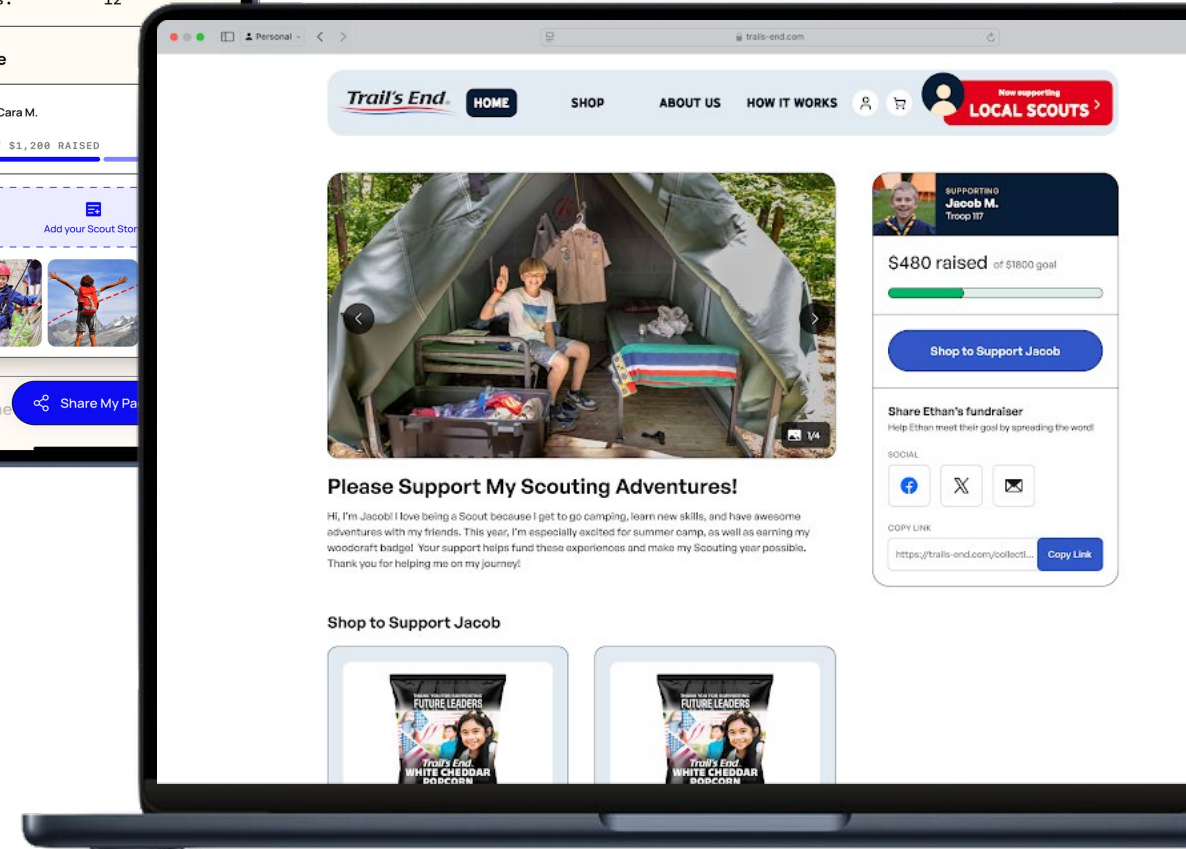
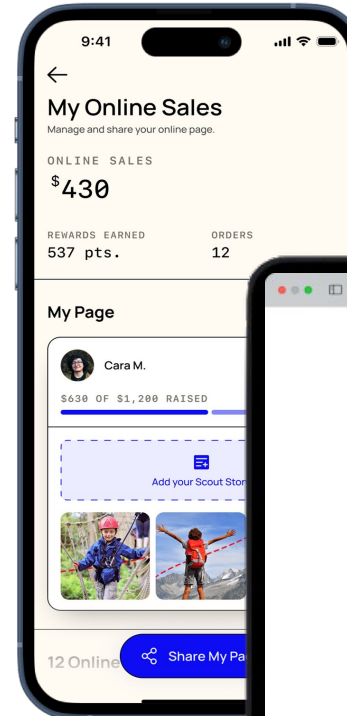
- Units avg 12-15% in Online sales
- Orders are fulfilled and delivered in *2-5 business days
- Share your custom Scout link on social media or text/email to family and friends



Trail's End program - online



- Sharing is the primary action for Scouts
 - Past customers
 - Text
 - Email
 - Social
- Scouts are guided to personalize their page with new empty states to help them get started
- Redesigned Scout pages that:
 - Emphasize the Scout and their story
 - Allow consumers to share the Scout's pages with their network
- **\$6.99 shipping**



Unit Commission

Trail's End®

Prizes through Trails-End

- Base Commission – 33%
- Meet all order and payment deadlines – 2% additional
- Exceed Sales Goal – 2% additional

Total – 37% Commission

Council Incentives

Trail's End®

\$450 Club Prize

Start your next adventure with a new compass in hand

\$750 Club Prize

FIND *your* ADVENTURE

NASHVILLE SHORES

Enjoy a day of fun - 2 tickets to Nashville Shores

WHAT'S NEW!

RUN THE SALE— FROM YOUR PHONE.

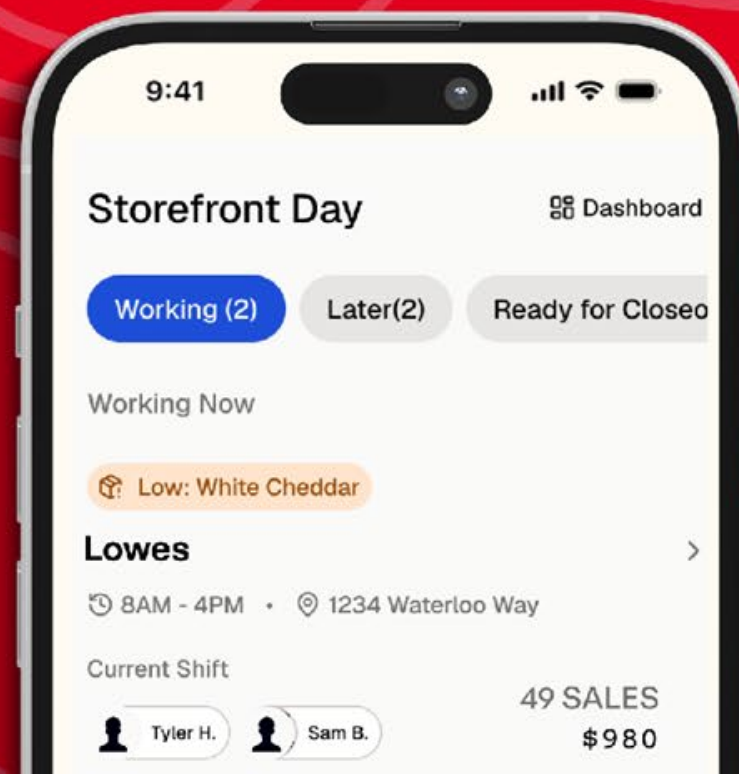
The new *Trail's End*[®] **LEADER PORTAL**

- Simplified, easy-to-use platform
- Faster loading and responsive
- Significant Storefronts enhancements*

*Certain features to be rolled out over the next 30-60 days



Launching
JUNE 3



2026 Technology Update – Unit Leaders



- Leaders manage entire sale in one place
- Invite Scouts to register and manage Scout roster
- Easily set Unit and Scout goals
- Order popcorn
- Real time reporting of sales and inventory
- Unit to Unit transfers; no Council assistance needed
- Schedule and manage storefront sites and shifts
- Overview screen with Timeline, Storefronts, Rewards, and Commissions info!

The screenshot displays the Trail's End unit leader dashboard for the CSR Training Unit. The interface includes a left-hand navigation menu with options like Home, Scouts, Storefronts, Sales, Orders, Inventory, Finances, Reports, and Program Overview. The main content area features several key sections: a Unit Sales Goal section showing a progress bar towards a 2026 target; a Next Up section for upcoming events; a Storefronts section with auto-assigned hours and a total budget; a Sales by Type section showing no sales recorded yet; a Payment Type section showing no payments recorded yet; and a Sales by Product section with a table of individual and storefront sales.

Product	Qty Sold	Revenue	% of Sales
\$1 Heroes and Helpers Purchase		\$0	0%
Microwave Butter Popcorn	0	\$0	0%
Sea Salt Popcorn	0	\$0	0%

2026 Technology Update – Unit Portal



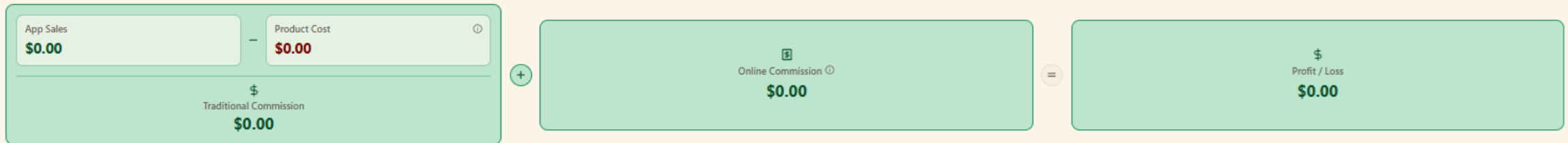
Finances

Review financial summaries, payouts, and reports.

Invoice Statement

Council/Unit Commission Agreement

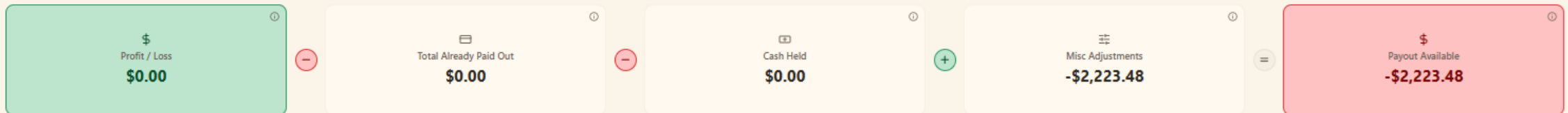
Profit / Loss Breakdown



Payout

No bank account on file

Initiate Payout



Council Balance: Transaction History

All transactions for your unit this season.

Download

Date	Transaction Type	Description	Amount
Mar 31, 2026	BALANCE-FORWARD	Start of year debit applied	\$2,223.48
Totals			\$2,223.48

2026 Technology Update – Unit Portal



Program Overview

Everything you need to know about this year's selling campaign.

[Timeline](#) [Storefronts](#) [Rewards](#) [Commissions](#)

Timeline

Key dates for your council program this year.

[No Title] COMING SOON

Storefront Auto Assignment

Units will be auto-assigned storefront hours to help jump start the planning process with less effort.

COMING SOON

Unit Onboarding Deadline

Deadline to complete onboarding. This information is used to help prepare for an effective sale and is required for auto-assignment.

COMING SOON

Storefront Claiming Opens

When manual storefront selection will open for all units in the council.

COMING SOON

Storefront Selling Starts

First day to sell at storefront locations. Your first reservation may not be on this day, but this is when they are first available.

FEB 2, 2026

First Order Window Opens

When the window for your first unit order will open.

FEB 13, 2026

First Order Window Closes

The last day to submit your first order.

ONGOING - EVERY TUESDAY

Auto Release

Reservations without an assigned scout are released back to the pool.

Storefronts

Auto Assignment

Your unit will be automatically assigned storefront hours on **(unspecified)** based on your registration and unit size.

AUTO-ASSIGNED HOURS

Spread across multiple retail locations in your area

Finish onboarding to receive auto-assigned hours.

Your Storefront Budget [How this works](#)

Your budget is the total number of storefront hours your unit can hold at one time — it is **not additive** with auto-assigned hours. Auto-assigned hours count against this budget.

TOTAL HOUR BUDGET

Manual selection date not set

① **Need more hours?** If you've used your full budget but want to claim different shifts, release some auto-assigned hours to free up budget. Your budget can also expand as selling progresses, ensuring your unit can grow the sale if needed.

Auto Release

Every **Tuesday**, any storefront reservation for the next weekend (Friday, Saturday, and Sunday reservations) that does not have at least one scout assigned to it will be automatically released back to the pool so other units can claim it.

① Reservations with assigned scouts are never auto-released.

2026 Technology Update – Unit Portal



Rewards

Scouts earn reward points on every sale. Points can be redeemed for gift cards to popular stores.

Points Earning Rates

Credit / Online Sales
4 pts / \$1
Points are awarded automatically at checkout.

Cash Sales
1 pt / \$1
Points are awarded once cash is turned in to the unit.

Point value: 1 point = \$0.01

Bonus Point Tiers

Scouts earn bonus points for each sales milestone they hit. Rewards will be granted at each level and are cumulative.

Sales Milestone	Bonus Points	Value
\$600	100	\$1.00
\$1,000	400	\$4.00
\$1,500	1,000	\$10.00
\$2,000	1,500	\$15.00
\$3,000	10,000	\$100.00
\$4,000	8,500	\$85.00
\$5,000	8,500	\$85.00
\$7,500	20,000	\$200.00
\$10,000	20,000	\$200.00
\$15,000	70,000	\$700.00
\$25,000	95,000	\$950.00

Above \$25,000: scouts earn an additional 45,000 bonus points for every \$5,000 in total sales beyond that milestone. Higher fixed tiers from the catalog are not listed in the table above.

Claiming Rewards

Scouts claim their own rewards through the Scout app, selecting from available gift card options. Rewards from credit and online sales are available immediately. Cash sale rewards become available only after the cash has been turned in to the unit leader.

☐ Important for cash sales: Scouts will not receive reward points for cash transactions until the unit leader records the cash as collected. Track cash turn-ins promptly so scouts are not waiting on their rewards.

Reports

Generate and email reports for your unit.

- Master Shift Report**
This report provides a list of all storefront shifts over the specified date range.
- Undelivered Items by Scout**
This report serves to create a list of packing slips for each Scout. That way the PK knows what popcorn each Scout needs to fill their undelivered orders.
- Inventory Transaction Report**
This report provides a list of inventory transactions for your unit, Scouts, and storefronts.
- Sales Transaction Report**
This report provides a list of sales transactions.
- Sales Transaction Detail Report**
This report provides a list of transaction details by sale.

\$ Unit Commissions

[View Commissions →](#)

Retail
34.00%

Online
40.00%

Total Bonuses
0.00%

2026 Trail's End Product Mix

Trail's End®

\$20



White Cheddar

- National #1 seller
- Savory and made with real cheese
- 16.5 cups | 6oz

\$20



Salted Carmel Corn

- Rich caramel with just the right amount of salt
- 5 cups | 11oz

\$20



Kettle Corn

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5oz

\$20



Sea Salt

- Just the right amount of salt
- 3 simple ingredients
- 12.5 cups | 5oz

\$25



Microwave Butter Popcorn

- The right snack for movie night
- 12 microwave bags

2026 VIP Program

Trail's End®

Auto allocation will occur on 07.27

Manual picking begins 07.29

VIP Designation and hours are assigned based on PY Total Sales

VIP Gold -\$60k+ Units

- All Hours Assigned- 1:1 Meeting with Storefront team - 50k Hours

VIP Silver -\$30-60k Units

- ~100% of Hours* – 103k Hours

VIP Bronze -\$10k to \$30k Units

- ~50% of Hours* - 92k Hours

Unit and Scout Support



Unit Support Team

- 4 specialists - 29 years of Unit Leader experience, incl TE sale leadership
- Onboard and champion new Units
- Retain and grow returning \$10k+ Units
 - IYOS, Scout participation, Storefronts, ordering/inventory, and more!

Youth Support Team

- 2 Scout Moms (of top sellers) - 20 years of TE sale experience
- 1 former Top Selling Scout (\$300k+ career sales) recent College grad
- Retain and grow returning \$1k+ Scouts



Thank you!

