

We're excited to share that Trail's End will be managing Crossroads of America Council's 2025 popcorn sale, including direct communication with Units about the fall sale. With expanded tools, improved rewards, and dedicated support, 2025 is shaping up to be our best sale yet.

What's New in 2025:

40% Unit Commission for all sales for all Units

50% increase in Scout Rewards starting at the 1,250-point tier (roughly 5 hours of selling)

10% product return allowed (with 10% Heroes & Helpers)

13,000+ storefront hours, reserved by Trail's End—all with \$300+/hour potential

Dedicated Support for Every Unit

We're here to help make your sale successful and stress-free. Meet your full-time support team for Crossroads of America:

Alex Alcalde - Five Creek Chair, 10 years experience, Eagle Scout Dad
Cell: (317) 370-6035 | Email: alex.alcalde@trails-end.com

Kim Desaulniers - 9 years experience, Scout mom of 2
Cell: (937) 626-4571 | Email: kim.desaulniers@trails-end.com

All credit card fees paid by Trail's End, plus Tap to Pay – new this year

Improved Scout Rewards, including 15 eGift Card options (in-store or online)

Increased product availability, especially for rural Units

For general support or questions, you can also reach us at popcorn@JoinScoutsIN.org.

For more information regarding the 2025 popcorn sale, visit JoinScoutsIN.org/Popcorn.

We're looking forward to a great sale season and helping your Unit reach its goals. Please don't hesitate to reach out to Alex, Kim, or the general support email with any questions or needs.



JOIN THE CAC
POPCORN FACEBOOK
GROUP TODAY TO
GET CONNECTED!

[HTTPS://BIT.LY/3TMIRJM](https://bit.ly/3TMIRJM)