

**Subject:** Kernel Journal: July 15  
**Date:** Tuesday, July 15, 2025 at 2:25:45 PM Eastern Daylight Time  
**From:** Trail's End  
**To:** Angela Blum



## WHAT'S NEW

Popcorn Fundraiser has a few changes that are happening this year.

- 40% Unit Commission that can be distributed as you want
- Multiple options for Scout Reward gift cards
- 10% product returns
- Storefronts bookings with research that give a good return for the Scout's time
- Plus, dedicated help from Trail's End Unit Specialists to answer any questions or issues throughout sale



## BIG CHANGES COMING TO FUNDRAISING!

- **40% Unit Commission** for all sales for all Units
- **50% increase in Scout Rewards** at 1,250 pts, approximately 5 hours\* of selling
- **10% of Unit orders may be returned** (with 10% Heroes & Helpers)
- **13,000+ storefront hours**, all with \$300+ per hour potential
- **Designated specialists** assigned to work one-on-one with you

\*5 hours calculated with \$225 average hourly rate

LEARN MORE



## ADDITIONAL TRAININGS

If you missed the in-person Kernel Trainings last week, Trail's End has additional Virtual Trainings scheduled for July 17, 19, and 21. Please register today using the links below.

[Thursday, July 17 at 7pm ET](#)

[Saturday, July 19 at 10am ET](#)

[Monday, July 21 at 8pm ET](#)

In addition to the above virtual trainings, one last in-person training is

scheduled for:

Thursday, July 24 at 6pm ET  
Golden-Burke Scout Center  
7125 Fall Creek Road North  
Indianapolis 46256

Still unable to attend? A recording of one of the Virtual Trainings will be uploaded on the [Council popcorn page](#)

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## STOREFRONT RESERVATIONS

Note: You must be committed and enter a sales goal in the Leader Portal to be eligible to reserve storefronts. Also, notice reservations start time at 8pm ET each night.

**Trail's End**

## 2025 STOREFRONTS™

**670,000 HOURS AT 7,000+ LOCATIONS WILL BE AVAILABLE FOR ALL UNITS!**

Every hour will have \$300 potential based on foot traffic and trained Scouts!

- 860,000 total booked hours by Trail's End:
  - 670,000 available for all Units!
  - 190,000 hours pre-assigned to VIP units (\$20k+).
  - All units reserve earlier this year on 2nd day.

### RESERVATION SCHEDULE

8 PM EST	2024 SALES	RESERVATIONS
July 22	\$10k+	4
July 23	All Units	2
July 24	All Units	Unlimited

**PROVIDING MORE FUNDRAISING OPPORTUNITIES FOR ALL UNITS AND SCOUTS!**

## SHOW-N-SELL ORDERING

Initial ordering in the Leader Portal is now open!

Go to the Leader Portal, select Popcorn Orders, and then click Create New.

Be sure to use the ordering tool... all you have to do is enter the retail amount you want to order, and the system will recommend the best mix of product and case quantities.

Note: Initial orders are due by Aug 1 at 11:59pm ET

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## UNIT TIPS & TRICKS

**Be sure to set your default storefront settings BEFORE reserving.**  
One Scout per 2-hour shifts are recommended.

Also, enter the date you want your Scouts to sign-up for the shifts you reserve from Trail's End.

Go to Unit Info, then Storefront Settings.

**How to Set Default Storefront Settings**

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Trail's End

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