

Subject: Kernel Journal: Storefronts & Initial Orders
Date: Tuesday, July 22, 2025 at 6:02:43 PM Eastern Daylight Time
From: Trail's End
To: Angela Blum



STOREFRONT RESERVATIONS

Today's the day! Storefront reservations start tonight at 8pm ET for Units that sold \$10k+ last year.

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

2025 RESERVATION SCHEDULE

8 PM ET	2024 SALES	RESERVATIONS
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July 22	\$10K+	4
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July 23	All Units	2
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July 24	All Units	Unlimited
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*Reservations will be
Mon-Fri 3-4 hours | Sat & Sun 6-10 hours*

Trail's End.

INITIAL ORDERS

Due by Friday, Aug 1 at 11:59pm ET

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.

INITIAL ORDER PICKUP DETAILS

Districts: Fall Creek, Five Creeks, Monon, and Pathfinder Thursday, August 14th & Friday August 15th

- Shorr 1-6pm
 - 9901 Kincaid Dr., Suite 350, Fishers, IN 46037
- IDS 12-6pm
 - 5425 Exploration Dr, Indianapolis, IN 46241
- Links to sign up for pick-up times will be shared in the August 5 Kernel Journal

Districts: Bear Creek, White River, and Wabash Valley

- We're piloting home delivery for rural areas because of the travel distance to Shorr and IDS.
- **Note: Orders will be shipped to the address listed for the Unit's primary contact in the Popcorn System.**
- The Unit's primary contact will receive a phone call on Tuesday, August 12 with delivery details.

To view or edit address and phone number for home delivery, here are steps for the primary contact:

- Login to the Leader Portal at portal.trails-end.com
- Click Unit Info
- Click Unit Team Members
- Click "Edit Leader" under Actions
- Click Go
- View or edit address and/or phone number
- Click Save

REPLENISHMENTS PICKUP DETAILS

Shorr Packaging Corp - 1-6pm
9901 Kincaid Dr., Suite 350, Fishers, IN 46037

Integrated Distribution Services (IDS) - 12-5pm
5425 Exploration Dr, Indianapolis, IN 46241

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

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



Watch Video

Special updates for Crossroads of America Council:



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

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Trail's End

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