

Subject: Kernel Journal: Initial Orders & Hosting Your Best Kickoff
Date: Tuesday, July 29, 2025 at 1:13:28 PM Eastern Daylight Time
From: Trail's End
To: Angela Blum



In this week's Journal....

- Initial Orders
- Initial Order Pickup Details
- Replenishments Pickup Details
- Returns Explained
- Hosting Your Best Unit Kickoff

INITIAL ORDERS

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

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

**How to Place Your Unit's
Popcorn Order**

Orders will be open until Sunday night at 11:59PM for editing as needed.

INITIAL ORDER PICKUP DETAILS

Districts of Fall Creek, Five Creeks, Monon, and Pathfinder:

Orders may be picked up on Thursday, August 14 and Friday, August 15. Links to sign up for pick-up times will be shared in the August 5th Kernel Journal.

- Shorr Packaging Corp — 1-6pm
9901 Kincaid Dr., Suite 350, Fishers, IN 46037
- Integrated Distribution Services (IDS) — 12-6pm
5425 Exploration Dr, Indianapolis, IN 46241

Districts of Bear Creek, White River, and Wabash Valley:

Trail's End is piloting a new home delivery program for rural areas. The Unit's primary contact will receive a phone call on Tuesday, August 12 with delivery details.

Note: Orders will be shipped to the address listed for the Unit's primary contact in the Popcorn System.

To update the primary contact's address and phone number for home delivery, please follow the following steps:

- 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

Replenishments will be available **every Thursday (Aug 21 - Oct 16)** with orders due on the prior Sunday at 11:59pm. Pickups will be available at Shorr from 1-6pm and at IDS from 12-5pm.

Shorr Packaging Corp
9901 Kincaid Dr., Suite 350, Fishers, IN 46037

Integrated Distribution Services (IDS)
5425 Exploration Dr, Indianapolis, IN 46241

For the districts of Bear Creek, White River, and Wabash Valley, replenishments will be handled through home delivery.

NEW FOR 2025: PRODUCT RETURNS ARE BACK

For the first time in several years, Units will be allowed to return unsold product at the end of the sale — but only if specific criteria are met.

To be eligible for returns: At least 10% of your Unit's total sales must be in Heroes & Helpers Donations.

If this requirement is met, you may return 10% of your Unit's total invoice.

Important Dates & Details:

- Return Orders Due: October 26
 - Return Day: October 30 — all approved returns must be brought to Shorr
 - **Note: Only unopened full cases will be accepted.**
-

HOSTING YOUR BEST UNIT KICKOFF

1. Start with the Big Picture

- Walk families through your full Scouting program calendar
- Clearly explain how **one Trail's End popcorn fundraiser can cover the entire year's costs** — from campouts to high adventure

2. Get Everyone Registered

- Ask parents to take out their phones and **download the Trail's End App**
- Creating an account takes **less than a minute**

3. Explain How the App Works

- Demonstrate how to **record sales in the App**
- Emphasize the **benefits of using credit cards** and how **parents can pay with their card** for any cash orders

4. Set and Share Goals

- Announce your **Unit's overall sales goal**
- Break it down to an **individual Scout goal**
- Have Scouts **enter their goal in the App** during the kickoff

5. Motivate with Rewards

- Show Scouts what they can **earn through Trail's End Rewards™**
- **Pro Tip:** Offer a prize for the top seller in your Unit or

each Den/Patrol — video games, gift cards, etc.

6. **Practice Makes Perfect**

- Role-play with Scouts to **practice their sales pitch**
- Review **selling and safety tips** so they feel confident and prepared

7. **Wrap with Key Info**

- Distribute sales materials
- Go over **important dates and deadlines** with parents

ADDITIONAL RESOURCES

Alex Alcalde, Unit Support Specialist
(317) 370-6035 | alex.alcalde@trails-end.com

Kim Desaulniers, Unit Support Specialist
(937) 626-4571 | kim.desaulniers@trails-end.com

[Trail's End & Crossroads of America Official Facebook Group](#)

[2025 Leader Guide](#)

No longer want to receive these emails? [Manage Preferences](#) or [Unsubscribe](#).
Trail's End

10201 Illinois St. Suite 625 Indianapolis, IN 46290

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.