

Subject: Kernel Journal: Pickup Details & Rewards Updates!
Date: Tuesday, August 5, 2025 at 4:30:21 PM Eastern Daylight Time
From: Trail's End
To: Angela Blum



In this week's Journal....

- Initial Order Pickup Details
- Replenishments Pickup Details
- Scout Rewards Flyer
- Selling Tips & Tricks

INITIAL ORDER PICKUP DETAILS

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

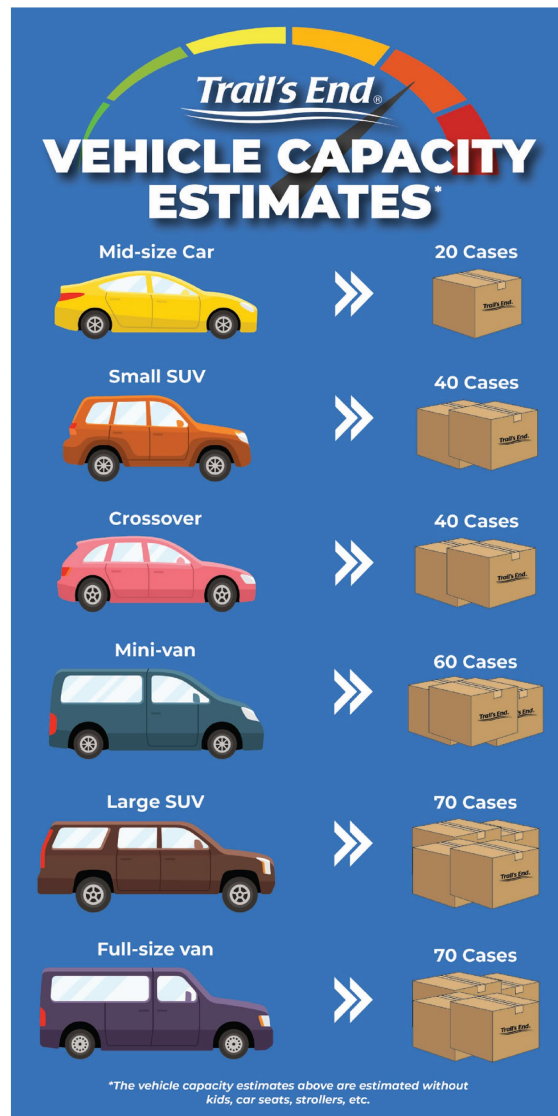
Order pick-ups are on Thursday,
August 14 and Friday, August
15.

[Sign up for pick-up times](#)

Please sign up by 11:59pm ET August 12. Anyone trying to access it after that won't be able to schedule a pick-up.

Reminder emails will be sent two days prior to pick up to the person who scheduled the appointment. If you need to reschedule or cancel your appointment, please reach out to Alex Alcalde or Kim Desaulniers (contact info at the bottom of this email).

- **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 Leader Portal.

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.

SCOUT REWARDS UPDATES

[VIEW & DOWNLOAD THE FLYER](#)

YOUR BEST SCOUTING YEAR STARTS NOW

Special Updates Just for Crossroads of America Council Scouts

WHY THIS YEAR IS BETTER THAN EVER

Get Rewards You Actually Want

New gift card options let you choose what to redeem for — camping gear, game consoles, you name it.

Join the **1,250 CLUB** & Level Up Faster

Earn your Nintendo Switch 2, sleeping bag, or mountain bike faster.

Reach More People at Storefronts™

13,000+ hours at top locations already reserved for our Scouts — all with \$300+ per hour potential.

Unmatched Scout Training

Simple in-app tips drive higher sales!

Unmatched Scout Training

Simple in-app tips drive higher sales!

You Only Need the Trail's End App!

New Tap to Pay and social sharing tools make it easier than ever to sell.

40% Unit Commission for all Sales

More than a fundraiser.

It's a life lesson.

Scouts learn: Goal setting, Money management, Public speaking, Perseverance skills, Handling rejection



“Since first selling as a Tiger, popcorn has paid for everything... including summer camp, gear, and even National Jamboree, Philmont, and Sea Base!”

Eagle Scout, Nathan D.

\$2,055 Rewards in 2024
\$13,796 sales (5,380 earned for Unit)



CROSSROADS OF AMERICA COUNCIL SCOUT REWARDS

AMAZON, TARGET, WALMART, PREPAID MASTERCARD®, DICK'S SPORTING GOODS, NINTENDO, REI, GAMESTOP, BASS PRO SHOPS, BEST BUY, CABELA'S, APPLE, LEGO, XBOX, AND PLAYSTATION

Choose the prizes you want by recording sales in the Trail's End App to collect points towards eGift Cards

Base Points	Base Gift Card Value	1,250 CLUB BONUS POINTS	New Total Points	New Gift Card Value	REWARD IDEAS*
12,000	\$1,000	6,000	18,000	10% of Points	A GAMING COMPUTER?
10,000	\$750	5,000	15,000	\$1,250	RANSBURG (EASSEASURED DRIVING)
7,500	\$550	3,750	11,250	\$750	NINTENDO SWITCH 2!
5,000	\$350	2,500	7,500	\$550	A FLYING DRONE!
4,000	\$250	2,000	6,000	\$450	3D PRINTER!
3,500	\$200	1,750	5,250	\$350	AOL FAMILY CAMP PER FAMILY (\$200)
3,000	\$150	1,500	4,500	\$250	NEW BACKPACKING TENT SET!
2,500	\$100	1,250	3,750	\$200	MARIO KART!
2,000	\$70	1,000	3,000	\$150	ROCKET KIT
1,750	\$60	875	2,625	\$100	
1,500	\$50	750	2,250	\$70	
1,250	\$40	625	1,875	\$60	
1,000	\$30	0	1,000	\$30	
750	\$20	0	750	\$20	
500	\$10	0	500	\$10	

*Actual prices of the Rewards ideas displayed may vary.

EARN MORE WITH HEROES AND HELPERS™

	Points* (per \$1 sold)
Heroes and Helpers	1.75 (credit & online) / 1.5 (cash)
App Credit & Online	1.25
App Cash	1
Each sale only accrues points in the applicable category above in which it will earn the most points	
Cash to Credit™ Earn an additional 0.25 point per \$1 converted. Points for Storefront cash converted are split among Scouts working the store that day.	

TOP SELLER CLUB IS BACK!

- Top 20 Scouts (Positions 1-20) will earn **4,000 bonus points**.
- Top 50 Scouts (Positions 21-50) will earn **1,500 bonus points**.

Qualifying Scouts will be based on app sales between Jan 1 and Nov 6, 2025. Points will be uploaded on Nov 7.

Trail's End Distributed Rewards earned in 2025 must be claimed by June 30, 2026.

*Additional Terms & Conditions apply. All promotions are subject to the Trail's End Terms & Conditions; view complete details at portal.trails-end.com/legal/terms. The merchants represented are not sponsors of the rewards or otherwise affiliated with this company. The logos and other identifying marks attached are trademarks of and owned by each represented company and/or its affiliates and do not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks. Please visit each company's website for additional terms and conditions. By claiming certain gift cards, you represent and warrant to us that you are at least 18 years of age (or older if you reside in a state where the majority age is older). Virtual Prepaid Mastercard is issued by Pathward®, N.A., Member FDIC, pursuant to license by Mastercard International Incorporated. Mastercard and the circles design are registered trademarks of Mastercard International Incorporated. No cash access or recurring payments. Can only be used in the U.S. where Debit Mastercard is accepted online, for phone/mail orders or in stores that accept mobile wallet. Card valid for up to 6 months; unused funds will forfeit after the valid thru date. Terms and conditions apply.

HOSTING YOUR BEST UNIT KICKOFF

1. **Always wear your field uniform.**
2. **Never sell alone or enter anyone's home.**
3. **Practice your sales presentation.**
 - Introduce yourself (first name only) and where you are from. "Hi sir, my name is Brian, and I am from (local Unit)."
 - Let people know what you are doing. "I'm earning my way to Summer Camp. All the popcorn is delicious, and you'll help fund my many adventures."
 - Close the sale. "Can I count on your support?"
4. **Credit card sales are best for the Unit. Tell your customers, "We prefer credit/debit!"**
5. **Be polite and always say "Thank You", even if the customer does not buy.**
6. **Always walk on the sidewalk and/or driveway.**
7. **Check your order history in the Trail's End App each year for repeat customers.**
8. **Have a guardian or relative take the Trail's End App or order form to work.**
9. **Plan out how many sales you will need to reach your sales goal.**
 - Determine whom you will ask to help you reach your goal.
 - Remember, two out of three people will buy when asked at their door

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.