

Subject: Way to Go Scouts! 🚀 First Week Success & What's Next
Date: Tuesday, August 19, 2025 at 3:50:35 PM Eastern Daylight Time
From: Trail's End
To: Angela Blum



In this week's Journal....

- Replenishments Pickup Details
- Tips & Tricks
- Scout Rewards Flyer
- Additional Resources

What an amazing first week of the Sale! Scouts were visible around Central Indiana supporting their units! Sales were up 11% compared to last year! Way to go Scouts!

TOP 50 SCOUTS & TOP 10 UNITS

Scout and unit Rankings will be posted to the [Trail's End & Crossroads of America Official Facebook Group](#) soon!

REPLENISHMENTS PICKUP DETAILS

Replenishments will be available every Thursday (Aug 21 - Oct 16) with orders due on the prior Sundays 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

Don't forget when you are creating a replenishment order to also schedule your replenishment time. Links to schedule your replenishment time will be open until 11:59pm on Mondays.

[Schedule Replenishment Time](#)

If you can't sign up for the upcoming pickup, please contact Alex Alcalde and/or Kim Desaulniers immediately.

For the districts of Bear Creek, White River, and Wabash Valley, replenishment will be handled through home delivery. **Units must order 25+ cases to qualify.**

TIPS & TRICKS

Scout Selling Tips

- Concentrate on Scouting rather than the product. Try not to ask if they would like to 'buy popcorn'; if they wanted to buy popcorn, they could find it at a lower price in a store.
- Individuals purchase popcorn to support the Scout in front of them.
- Be specific about how the funds will be utilized. People are more inclined to buy if they understand where their money is going.
- Maintain eye contact. If the customer is not looking at you or you

are not looking at them, someone is not paying attention.

- Be courteous. Use 'Sir' and 'Ma'am' when addressing potential donors.
- Dietary restrictions? – recommend Popcorn for Heroes & Helpers donations.
- Most individuals do not purchase because they were not asked... over 80% will buy popcorn when prompted.
- More than 90% of individuals who buy popcorn from a Scout have already decided to support Scouting before they even see what the Scout is offering!
- Express THANK YOU – even if only for their time.

SCOUT REWARDS FLYER

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 (EACH YEAR PRIZING)
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.

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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](#)

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