

Subject: Top 50 Scouts & Units + Big 2nd Week Growth

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From: Trail's End

To: Angela Blum



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What an amazing second week of sales! Scouts continue to be highly visible around Central Indiana Sales were up 21% compared to last year! Way to go Scouts!

Want to see one of your Scouts featured in an upcoming Kernel Journal? Please email alex.alcalde@trails-end.com with a jpg image of your Scout and a [completed media release](#)!

TOP 50 SCOUTS & TOP 10 UNITS

Crossroads of America Council Top 10 Units

Through August 25, 2025

	District	Unit	\$ Sales
1	Monon	Pack 0112	\$28,033
2	Monon	Troop 19101920	\$27,193
3	Monon	Pack 0315	\$21,203
4	White River	Pack 0303	\$19,592
5	Pathfinder	Pack 0264	\$16,470
6	Five Creeks	Pack 0303	\$13,353
7	Monon	Pack 0129	\$11,895
8	White River	Pack 0232	\$9,716
9	Monon	Pack 0110	\$8,756
10	Monon	Pack 0132	\$8,314

Crossroads of America Council Top 50 Scouts

Through August 25, 2025

	Scout Name	District	Unit	\$ Sales
1	Samuel J	Monon	Troop 19101920	\$5,872
2	Elijah M	Monon	Pack 0315	\$3,166
3	Xavier D	Monon	Troops 0303&3030	\$3,131
4	Ellie B	Monon	Pack 0112	\$3,119
5	Lucas B	Monon	Pack 0112	\$3,056
6	Griffin B	White River	Pack 0303	\$2,931
7	Nathan D	Monon	Troop 19101920	\$2,802
8	Henry S	Monon	Troop 19101920	\$2,766
9	Brayden E	Five Creeks	Pack 0303	\$2,649
10	Isaiah A	White River	Pack 0232	\$2,612

11	George S	White River	Pack 0232	\$2,508
12	Jasper H	Monon	Pack 0112	\$2,503
13	Matthew & James H	Pathfinder	Pack 0264	\$2,430
14	James H	Monon	Pack 0112	\$2,337
15	Conner E	Monon	Troop 19101920	\$2,320
16	Jay S	White River	Pack 0218	\$2,270
17	Brighton A	Pathfinder	Pack 0264	\$2,231
18	Bodie/Roman K	Five Creeks	Troop 0306	\$2,092
19	William D	Monon	Pack 0160	\$2,059
20	Zoey R	Wabash Valley	Pack 0124	\$1,950
21	Max D	Monon	Pack 0315	\$1,945
22	Lincoln Z	Five Creeks	Pack 0397	\$1,914
23	Cooper L	White River	Pack 0303	\$1,893
24	Evan M	Monon	Pack 0112	\$1,871
25	Christopher L	Pathfinder	Troop 0265	\$1,852
26	Timothy F	Monon	Pack 0110	\$1,840
27	Zach F	Monon	Pack 0110	\$1,824
28	Ethan W	Pathfinder	Pack 0264	\$1,808
29	Weston N	Five Creeks	Pack 0303	\$1,796
30	Charlie S	Monon	Pack 0124	\$1,735
31	Finnley B	Monon	Pack 0112	\$1,731
32	Zach L	Monon	Troop 19101920	\$1,689
33	Owen D	White River	Pack 0303	\$1,652
34	Charlie R	Monon	Pack 0112	\$1,631
35	Trendon L	White River	Pack 0303	\$1,628
36	Aiden F	Monon	Pack 0315	\$1,627
37	Theo A	Monon	Pack 0112	\$1,595
38	Isaac L	Monon	Troop 19101920	\$1,583
39	Aiden C	Monon	Pack 0112	\$1,560
40	Emmett J	White River	Pack 0218	\$1,553
41	Mack B	Pathfinder	Pack 0264	\$1,539

42	Connor B	Monon	Pack 0190	\$1,523
43	nash B	Pathfinder	Pack 0107	\$1,503
44	Bella L	Monon	Pack 0129	\$1,482
45	Victoria T	Monon	Troop 0222	\$1,420
46	Kaiden D	Monon	Pack 0315	\$1,392
47	Fletcher F	Monon	Pack 0110	\$1,390
48	Marshall B	Pack 358	Pack 0112	\$1,383
49	Bennett H	White River	Pack 0303	\$1,378
50	Alan B	Pathfinder	Troop 0307	\$1,365

REPLENISHMENTS PICKUP DETAILS

Replenishments continue to be available every Thursday (Aug 28 - 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. The link to the live JotForm can be found below.

[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. **Orders must consist of 25+ cases to qualify.**

RETURNS REMINDER

For the first time in years, Units may bring back unsold product at the end of the sale. There are, however, some stipulations that must be met. To be eligible for returns, a Unit must have **at least 10%** of their sales in Heroes & Helpers. If this criteria is met, Units may return up to 10% of their invoice. Units will submit their return order by October 26. On October 30, Units will bring returns to Shorr at 9901 Kincaid Drive, Suite 350, Fishers, IN 46037.

Note: Only unopened full cases will be accepted on Return Day.

UNIT TIPS & TRICKS

Online Sales

Make the most of your online page: Leverage the Trail's End app to feature your Scout's online page. Customers can order straight from there and get products delivered, which saves you from dealing with delivery.

Create fun video content: Encourage Scouts to shoot a quick video sharing their enthusiasm for Scouting and how the popcorn sales will help their unit. Post these videos on social media.

Share progress updates: Keep everyone on social media updated with regular news on your Scout's or unit's progress towards their target. You might want to add a visual element, like a map showing sales by state, to boost engagement.

Boost your social media presence post regularly: Share a post about the sale once or twice each week to maintain visibility for the fundraiser without overwhelming your audience.

Post at strategic times: Share posts in the early morning (around 9 a.m.) or in the early evening (approximately 6 p.m.) for the best visibility. Always add a photo or video: Posts that feature visual content generally perform better than those that are text-only.

Keep family and friends in the loop: When a purchase is made, publicly acknowledge the customer in the post to inspire others. Tag supporters: When expressing thanks, tag individuals in your social media posts to extend your reach to their networks.

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.

*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.

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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