

Subject: Scouts Smash 1,250 Bonus Points Club Goal – Sales Up 18%!
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From: Trail's End
To: Angela Blum



In this week's Journal....

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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 10 UNITS & TOP 50 SCOUTS

Crossroads of America Council

Top 10 Units

	District	Unit	\$ Sales
1	Monon	Pack 0112	\$40,795
2	Monon	Pack 0315	\$32,919
3	Monon	Troop 19101920	\$31,910
4	White River	Pack 0303	\$29,687
5	Pathfinder	Pack 0264	\$26,299
6	Monon	Pack 0129	\$18,846
7	Five Creeks	Pack 0303	\$18,817
8	White River	Pack 0232	\$16,614
9	Monon	Pack 358	\$14,570
10	Monon	Pack 0132	\$14,201

Top 50 Scouts

	Scout	Unit	District	\$ Sales
1	Samuel J	Troop 19101920	Monon	\$6,449
2	Isaiah A	Pack 0232	White River	\$5,072
3	Griffin B	Pack 0303	White River	\$4,499
4	Xavier D	Troops 0303&3030	Monon	\$4,387
5	Aiden C	Pack 0112	Monon	\$4,303
6	Marcus S	Pack 0123	Five Creeks	\$4,295
7	Elijah M	Pack 0315	Monon	\$4,015
8	Nathan D	Troop 19101920	Monon	\$3,978
9	Cameron Q	Pack 0160	Monon	\$3,924
10	George S	Pack 0232	White River	\$3,846
11	James H	Pack 0112	Monon	\$3,637

12	Brayden E	Pack 0303	Five Creeks	\$3,564
13	jay s	Pack 0218	White River	\$3,492
14	Evan M	Pack 0112	Monon	\$3,447
15	Connor B	Pack 0190	Monon	\$3,408
16	Bodie/Roman K	Troop 0306	Five Creeks	\$3,297
17	Harry S	Pack 0132	Monon	\$3,231
18	Finnley B	Pack 0112	Monon	\$3,191
19	Ellie B	Pack 0112	Monon	\$3,189
20	Lucas B	Pack 0112	Monon	\$3,056
21	Lincoln Z	Pack 0397	Five Creeks	\$2,979
22	Matthew & James H	Pack 0264	Pathfinder	\$2,879
23	Henry S	Troop 19101920	Monon	\$2,766
24	Madilyn C	Pack 0303	White River	\$2,745
25	Conner E	Troop 19101920	Monon	\$2,710
26	Harrison S	Pack 0132	Monon	\$2,705
27	Bennett H	Pack 0303	White River	\$2,596
28	Aiden F	Pack 0315	Monon	\$2,532
29	Jasper H	Pack 0112	Monon	\$2,503
30	Brighton a	Pack 0264	Pathfinder	\$2,481
31	Emmett J	Pack 0218	White River	\$2,452
32	Liam &	Pack 0190	Monon	\$2,420
33	Max D	Pack 0315	Monon	\$2,415
34	Zoey R	Pack 0124	Wabash Valley	\$2,265
35	Trendon L	Pack 0303	White River	\$2,160
36	Marshall B	Pack 358	Monon	\$2,113
37	Zach F	Pack 0110	Monon	\$2,098
38	Christopher L	Troop 0265	Pathfinder	\$2,077
39	William D	Pack 0160	Monon	\$2,059
40	Bella L	Pack 0129	Monon	\$2,054
41	Weston N	Pack 0303	Five Creeks	\$2,045

42	Mack B	Pack 0264	Pathfinder	\$2,044
43	nash B	Pack 0107	Pathfinder	\$2,029
44	Charlie S	Pack 0124	Monon	\$1,989
45	Theo A	Pack 0112	Monon	\$1,977
46	Victoria T	Troop 0222	Monon	\$1,970
47	Timothy F	Pack 0110	Monon	\$1,955
48	Ethan W	Pack 0264	Pathfinder	\$1,895
49	Cooper L	Pack 0303	White River	\$1,893
50	Kyle M	Pack 0112	Monon	\$1,872

STOREFRONT SHIFT UTILIZATION

Kernels, please don't forget to release shifts that you can't fill with enough time for other Units to fill them. While you may be tempted to hang on to shifts past the Thursday 8pm release time by filling one or two hours with a placeholder Scout, let's offer them to other Units that may have a better chance at filling them.

If you have unfilled hours, rather than releasing the entire shift, please offer those hours to other Units that may be looking for more hours to do wagon sales. Be sure to use your District's Popcorn Facebook pages and the [Council Facebook group](#) to share open hours.

UNIT TIPS & TRICKS

New Scouts & Parents

So, you've had a few recruitment nights and brought some new scouts into the fold — awesome! But now you're scratching your head about how to get them and their parents pumped for the popcorn sales.

Engaging new parents in a popcorn fundraiser can be a fun little

adventure! Just a heads up, they might not have uniforms or even those Class B t-shirts yet. So, the key here is to keep it super simple for them.

Leverage those handy online tools to make it easy-peasy for them to jump in. It's also crucial to lay out how their help really supports their kids – show them that their efforts make a difference! To keep the excitement up, why not throw in some cool incentives or fun updates? Everyone loves a little extra motivation, after all!

And if the thought of them selling at storefronts feels a bit much right now, why not shake things up? You could offer a hybrid model for your sales strategy. Think about giving them classic order forms for face-to-face interactions while also setting up an easy online portal for their digital supporters. The main goal? Get them involved and let the fun begin!

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, ONE 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

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

[2025 Leader Guide](#)

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