

Subject: 🎉 Crushing the Popcorn Sale

Date: Tuesday, September 9, 2025 at 3:34:43 PM Eastern Daylight Time

From: Trail's End

To: Angela Blum



In this week's Journal....

- Top 50 Scouts & Top 10 Units
- Storefront Shift Utilization
- Unit Tips & Tricks
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Guess what? We're totally crushing it with popcorn sales right now! Our amazing Scouts have absolutely crushed that **1,250 Bonus Points Club** goal by making their presence known all around Central Indiana. And get this — sales are up a whopping 26% compared to last year! You all are doing an incredible job! Keep it up, 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

Top 10 Units

	District	Unit	\$ Sales
1	Monon	Pack 0112	\$52,560
2	Monon	Troop 19101920	\$46,634
3	Monon	Pack 0315	\$44,725
4	White River	Pack 0303	\$40,645
5	Pathfinder	Pack 0264	\$32,624
6	Five Creeks	Pack 0303	\$28,925
7	White River	Pack 0232	\$25,795
8	Monon	Pack 0129	\$24,112
9	Monon	Pack 0190	\$22,916
10	Monon	Pack 358	\$21,200

Top 50 Scouts

	Scout	Unit	District	\$ Sales
1	Samuel J	Troop 19101920	Monon	\$9,066
2	Marcus S	Pack 0123	Five Creeks	\$8,050
3	Griffin B	Pack 0303	White River	\$7,156
4	Isaiah A	Pack 0232	White River	\$6,827
5	George S	Pack 0232	White River	\$5,973
6	Liam &	Pack 0190	Monon	\$5,320
7	Xavier D	Troops 0303&3030	Monon	\$5,287
8	Aiden F	Pack 0315	Monon	\$5,012
9	James H	Pack 0112	Monon	\$4,824
10	Connor B	Pack 0190	Monon	\$4,759
11	Brayden E	Pack 0303	Five Creeks	\$4,674
12	jay s	Pack 0218	White River	\$4,664
13	Nathan D	Troop 19101920	Monon	\$4,638
14	Conner E	Troop 19101920	Monon	\$4,555
15	Aiden C	Pack 0112	Monon	\$4,303

16	Harry S	Pack 0132	Monon	\$4,210
17	Bodie/Roman K	Troop 0306	Five Creeks	\$4,172
18	Cameron Q	Pack 0160	Monon	\$3,959
19	Elijah M	Pack 0315	Monon	\$3,895
20	Max D	Pack 0315	Monon	\$3,880
21	Madilyn C	Pack 0303	White River	\$3,809
22	Henry S	Troop 19101920	Monon	\$3,736
23	Finnley B	Pack 0112	Monon	\$3,726
24	Lincoln Z	Pack 0397	Five Creeks	\$3,699
25	Evan M	Pack 0112	Monon	\$3,467
26	Parker R	Troop 19101920	Monon	\$3,422
27	Theo A	Pack 0112	Monon	\$3,243
28	Ellie B	Pack 0112	Monon	\$3,234
29	Bennett H	Pack 0303	White River	\$3,231
30	Matthew&James H	Pack 0264	Pathfinder	\$3,201
31	Harrison S	Pack 0132	Monon	\$3,126
32	Lucas B	Pack 0112	Monon	\$3,101
33	Emmett J	Pack 0218	White River	\$3,012
34	Nash B	Pack 0107	Pathfinder	\$2,950
35	Nicholas W	Pack 0397	Five Creeks	\$2,904
36	Brighton a	Pack 0264	Pathfinder	\$2,859
37	Matthew L	Pack 0315	Monon	\$2,780
38	Zach F	Pack 0110	Monon	\$2,776
39	xavier s	Troop 0132&1320	Monon	\$2,740
40	Henry G	Troop 19101920	Monon	\$2,691
41	Zoey R	Pack 0124	Wabash Valley	\$2,675
42	Ryan B	Pack 0300	Five Creeks	\$2,635
43	Anakin P	Pack 0218	White River	\$2,634
44	Colton K	Pack 0160	Monon	\$2,603
45	Christopher L	Troop 0265	Pathfinder	\$2,599
46	Bella L	Pack 0129	Monon	\$2,569
47	Trendon L	Pack 0303	White River	\$2,556

48	Isaac L	Troop 19101920	Monon	\$2,534
49	Zach L	Troop 19101920	Monon	\$2,524
50	Chance S	Pack 0315	Monon	\$2,499

STOREFRONT SHIFT UTILIZATION

Kernels, please remember to release any Storefront shifts you can't fill early enough for other Units to step in. We've noticed some shifts being held until the last minute and then released unused, which means no Scouts get the chance to sell. As a result, Units not filling shifts will be receiving phone calls inquiring about potentially releasing them earlier.

We all know how valuable these shifts are. Holding onto them without filling only limits opportunities for others. If your Unit can't staff a shift, release it so another Unit has the chance to succeed.

UNIT TIPS & TRICKS

Scouts in CAC that sell with the green method sell over \$150 per/hr on average. Scouts that sell in the red method only earn \$80 per/hr avg.





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

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

[Crossroads of America Council Popcorn Page](#)

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