

Subject: You Kernel Journal 🍿 + A Heroic Storefront Story
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From: Trail's End
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In this week's Journal....

- Top 50 Scouts & Top 10 Units
- Storefront Utilization
- Unit Tips & Tricks
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- Additional Resources

Hey everyone! You won't believe how well we're doing with popcorn sales lately! Our awesome Scouts are really stepping up their game and have totally smashed the goal of reaching the **1,250 Bonus Points Club**. It's super cool to see them engaging with the community, sharing their love for scouting, and helping folks understand how important these popcorn sales are. Not only are we raising funds for our programs, but we're also building great relationships and skills along the way.

And get this — sales are up compared to last year! We still have great momentum as we hit the middle of September. Last weekend even with the rain, we were up 5% week over week and we're up 15% year over year. Keep up the fantastic work, Scouts!

A quick Storefront Story... Meet Griffin from Pack 303 in White River.



Two weekends ago, Griffin was preparing to leave after a long day of selling popcorn at Lowe's. A gentleman approached him, asking about the products he was selling. Griffin took the time to explain the various

options, and the gentleman ended up buying some popcorn.

While loading their items, a sudden commotion caught Griffin's attention. The gentleman had accidentally cut his hand on his truck and was bleeding.

Store employees rushed to get a band-aid, but Griffin sprang into action. He reached for his Scout essentials and retrieved his first aid kit. By the time the employee returned with a band-aid that was too small for the injury, Griffin was able to properly care for the gentleman's cut, ensuring he was attended to effectively. This incident highlights not only Griffin's preparedness but also the valuable skills he is learning through his participation in 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	\$62,109
2	Monon	Pack 0315	\$54,553
3	Monon	Troop 19101920	\$50,628
4	White River	Pack 0303	\$46,101
5	Pathfinder	Pack 0264	\$38,786
6	Five Creeks	Pack 0303	\$34,838
7	White River	Pack 0232	\$28,676
8	Monon	Pack 0129	\$27,371
9	Fall Creek	Pack 0520	\$26,271
10	Monon	Pack 358	\$26,203

Top 50 Scouts

	Scout	Unit	District	\$ Sales
1	Marcus S	Pack 0123	Five Creeks	\$9,850
2	Samuel J	Troop 19101920	Monon	\$9,326
3	Griffin B	Pack 0303	White River	\$8,028
4	Isaiah A	Pack 0232	White River	\$7,132
5	George S	Pack 0232	White River	\$6,388
6	Max D	Pack 0315	Monon	\$6,054
7	Nathan D	Troop 19101920	Monon	\$5,844
8	jay s	Pack 0218	White River	\$5,669
9	Brayden E	Pack 0303	Five Creeks	\$5,538
10	Xavier D	Troops 0303&3030	Monon	\$5,432
11	Liam &	Pack 0190	Monon	\$5,365
12	Aiden F	Pack 0315	Monon	\$5,212
13	James H	Pack 0112	Monon	\$5,190
14	Connor B	Pack 0190	Monon	\$5,144
15	Conner E	Troop 19101920	Monon	\$4,975
16	Evan M	Pack 0112	Monon	\$4,887
17	Madilyn C	Pack 0303	White River	\$4,656
18	Harry S	Pack 0132	Monon	\$4,645
19	Aiden C	Pack 0112	Monon	\$4,348
20	Bodie/Roman K	Troop 0306	Five Creeks	\$4,212
21	Ellie B	Pack 0112	Monon	\$4,057
22	Nicholas W	Pack 0397	Five Creeks	\$4,041
23	Cameron Q	Pack 0160	Monon	\$3,959
24	Matthew L	Pack 0315	Monon	\$3,940
25	Elijah M	Pack 0315	Monon	\$3,895
26	Lincoln Z	Pack 0397	Five Creeks	\$3,839
27	xavier s	Troop 0132&1320	Monon	\$3,830
28	Henry S	Troop 19101920	Monon	\$3,736
29	Finnley B	Pack 0112	Monon	\$3,726

30	Matthew&James H	Pack 0264	Pathfinder	\$3,631
31	Ishaan	Pack 0112	Monon	\$3,565
32	Parker R	Troop 19101920	Monon	\$3,525
33	Carter B	Pack 0132	Monon	\$3,494
34	Isaac L	Troop 19101920	Monon	\$3,374
35	Chance S	Pack 0315	Monon	\$3,361
36	Bella L	Pack 0129	Monon	\$3,294
37	Harrison S	Pack 0132	Monon	\$3,293
38	nash B	Pack 0107	Pathfinder	\$3,288
39	Anakin P	Pack 0218	White River	\$3,279
40	Zoey R	Pack 0124	Wabash Valley	\$3,270
41	Theo A	Pack 0112	Monon	\$3,243
42	Bennett H	Pack 0303	White River	\$3,231
43	Lucas B	Pack 0112	Monon	\$3,121
44	Lucas M	Pack 0315	Monon	\$3,107
45	Cooper L	Pack 0303	White River	\$3,093
46	Spencer H	Pack 0520	Fall Creek	\$3,041
47	Emmett J	Pack 0218	White River	\$3,037
48	Brighton a	Pack 0264	Pathfinder	\$2,884
49	Trendon L	Pack 0303	White River	\$2,868
50	Kaiden D	Pack 0315	Monon	\$2,822

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

Unit Prize Ideas:

We're almost halfway through the sale, and it can be tough to keep the momentum going and get your Scouts excited about selling popcorn.

So, here are some fun prize ideas that you can fund as a unit. To encourage scouts to sign up for shifts, think of cool stuff like small toys, gift cards to local shops. For larger goals, you may want to offer experiences like a pizza party or tickets to a local sports event to the den/patrol that sold the most in a weekend. Mixing in some fun prizes with unique unit-specific incentives can really motivate everyone and help them reach higher sales goals!

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
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Kim Desaulniers, Unit Support Specialist
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[Trail's End & Crossroads of America Official Facebook Group](#)

[Crossroads of America Council Popcorn Page](#)

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