



SCOUTS  
SCOUTS  
SCOUTS



Scouting  
America  
Central Florida Council



**POPCORN SALE  
2024**

PROVIDING  
UNPARALLELED  
EXPERIENCES  
FOR MORE YOUTH

Central Florida Council  
1951 South Orange Blossom Trail  
Apopka, FL 32703

Nonprofit Org  
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Central Florida Council    [www.cflscouting.org](http://www.cflscouting.org)    [popcorn.cflscouting.org](http://popcorn.cflscouting.org)    [www.trails-end.com](http://www.trails-end.com)

**Scouting America**  
Central Florida Council



The Scouts are ready to start selling today, joined by our mischievous little pals causing buttery mayhem. Get your popcorn and enjoy the hilarious shenanigans while supporting a fantastic cause!

# THANK YOU FOR YOUR SUPPORT!

70% of sales stays locally and pays for summer camp, outdoor adventures, program expenses, and helps families who can't afford Scouting.

Scouts who fundraise with Trail's End learn public speaking, goal setting, entrepreneurship, perseverance, and how to earn their way.



NAME	STREET/EMAIL ADDRESS/PHONE NUMBER	NUMBER OF PACKAGES ORDERED					HEROES & HELDERS' DONATIONS	AMOUNT DUE	DVR PAID
		\$25	\$25	\$25	\$20	\$15			
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									
16									
17									
18									
19									
20									
<b>GRAND TOTAL</b>									

(add lines 1-20 and enter here)

SCOUT

UNIT

MY GOAL

\*Amount donated to Future Leaders is calculated based on the Trail's End Return to Kids; see Terms & Conditions at [trails-end.com/pages/terms-and-conditions](http://trails-end.com/pages/terms-and-conditions) for details.

Scouts earn more and choose prizes they want on Amazon.com! Accumulate points towards Amazon eGift Cards when recording sales in the Trail's End App.

## EARN POINTS\*

**App Credit/Debit Card & Online**

**1.25 pts per \$1 sold**

Trail's End pays all transaction fees!

**Cash**

**1 pt per \$1 sold**

**Parent Pay Now (NEW)**

Turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash



more info here



## 2024 Bonus Rewards\*

- Sell \$500/hour per Scout for any 2 hour storefront shift or longer (July 1 - December 15) and earn 0.5 bonus points per \$1 sold
- To qualify, sales must be recorded in the Trail's End App and your Unit must select the calculation method - **One Scout per shift: Scout credited for each sale recorded**
- Sell \$250+ online (July 1 - August 31) and earn 100 bonus points

Rewards earned in 2024 must be claimed by Scouts in App by June 30, 2025.

\*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. All third-party trademarks referenced by Trail's End in this advertisement remain the property of their respective owners, and Trail's End's use of third-party trademarks does not indicate any relationship, sponsorship, or endorsement between Trail's End and the owners of these trademarks.

POINTS	GIFT CARD
17,500+	10% of Points
15,000	\$1,250
12,000	\$1,000
10,000	\$750
7,500	\$550
6,000	\$450
5,000	\$350
4,000	\$250
3,500	\$200
3,000	\$150
2,500	\$100
2,000	\$70
1,750	\$60
1,500	\$50
1,250	\$40
1,000	\$30
750	\$20
500	\$10

**Earn More! Easier!**

Download the App today



# HEROES & HELPERS™ DONATIONS



Thank you for supporting Scouting by providing heartwarming snacks to military personnel and their families, first responders and local food banks!

Product images are for illustration purposes only. Products, pricing and specifications subject to availability and change without notice.



**WHITE CHEDDAR POPCORN**

\$20



**POPPING CORN**

\$20



**SWEET & SALTY KETTLE CORN**

\$15



**HONEY ROASTED PEANUTS**

\$25



**UNBELIEVABLE BUTTER MICROWAVE POPCORN**

\$25



**SALTED CARAMEL CORN**

\$25



**S'MORES POPCORN**

\$25

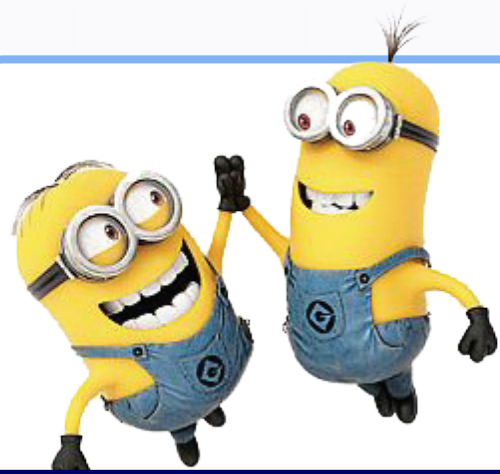


**MORE ONLINE PRODUCTS & NUTRITIONAL FACTS**

ONLINE SCOUT ID: \_\_\_\_\_

# 70% STAYS LOCAL!\*





# TOP SELLER MEDALS



BACK SIDE

**AUGUST**

**SEPTEMBER**

**OCTOBER**

**TOP SELLING SCOUT IN EACH UNIT**  
In August, **September** and **October**, the top selling Scout in each unit will receive a top seller medal award.

Scout sales must be recorded on the app to be eligible.

**FOR MORE INFO, PLEASE VISIT:**  
[POPCORN.CFLSCOUTING.ORG](http://POPCORN.CFLSCOUTING.ORG)



FRONT SIDE

# COUNCIL PRIZES



**\$1,000 LEVEL**

(2) admission tickets - one youth/one adult to Dezerland Orlando



**\$1,500 LEVEL**

(2) tickets - one youth/one adult to the Top Seller Party including prizes, food, music & more at Camp La-No-Che!



**\$1,750 LEVEL**

(2) admission tickets - one youth/one adult to Aquatica Orlando



**\$2,750 LEVEL**

(2) admission tickets - one youth/one adult to SeaWorld Orlando



**\$3,500 LEVEL**

(2) admission tickets - one youth/one adult to Kennedy Space Center.



**PRIZES ARE CUMULATIVE**



**\$5,000 LEVEL**

(2) admission tickets - one youth/one adult to Universal Studios Orlando

**Jan 18**

**OR**

**Jan 25**



2024 ★

*New this Year!*

## SELL \$250 IN AMERICAN HEROES DONATIONS (ONLINE OR SHOW N' SELLS) AND EARN THIS SPECIAL EDITION HAT!

*All sales must be recorded on the [trails-end app](#) to qualify.*



Please register your sales at:  
[popcorn.cflscouting.org](http://popcorn.cflscouting.org)



## PREPARE

### Download the App →

- New Scouts: register an account
- Use your zip code or Trail's End Unit Code \_\_\_\_\_ (coming soon)
  - You can use one email for multiple accounts

Returning Scouts: sign in using your 2023 username

Families: click name dropdown at top of screen to switch between accounts in the App

### What's Next in App?

- Set your goal on Rewards page
- Customize your online fundraising page
- Reserve storefront shifts
  - After reserving, view site instructions for arrival and setup details
- Watch NEW storefront videos on Training page

### Practice Your Pitch

*"Hi, my name is \_\_\_\_\_ (first name only!) and I'm earning my way to \_\_\_\_\_ (goal for your funds)! Can I count on your support?"*

*My favorite flavor is \_\_\_\_\_ (pick one!). If you don't have cash, don't worry, we prefer credit card!"*

*Remember! NEVER, NEVER, NEVER ask customers to buy popcorn. If you cannot remember your sales pitch, say, "Will you help me go to Camp?" Even if the customer says no, always say, "Thank you" and "Have a good day."*

### Tips

- Follow Scout Oath, Scout Law, and Guide to Safe Scouting at all times
- Make prospect list of family & friends to ask
- Sell individually at storefronts with your parent
- Wear your Class A uniform
- Join the Trail's End Scout Parents Community on Facebook for best practices & support →

### Storefront Code of Conduct

- Thank store managers & employees for supporting Scouting!
- Setup table near exit door, or location specified by store
- Enhance the shoppers' experience! Do not pester or be overly aggressive with customers
- Respect store equipment & merchandise
- Leave No Trace!



## SELL

### Best Practices

- Record all sales in App, including donations
- Heroes & Helpers Donations: your customers can send products to military troops, first responders and food banks, while still supporting you!
- Follow-up with online customers who have not purchased
- Track progress in App & sell to your goal!

### Ways to Sell

- Storefront: sign up and work shifts at high foot traffic locations (1 Scout per shift performs best)
- Online: share your page with family and friends via social, email, or text
- Wagon: sales to neighbors

### Earn Rewards

- Accumulate points towards your Amazon eGift Card when using the Trail's End App
- Credit & Online: 1.25 pts per \$1 sold
- Cash: 1 pt per \$1 sold
- Parent Pay Now: turn 1 pt for each (cash) dollar collected into 1.25 pts by using your card and keeping the cash
- View NEW storefront & online bonuses! →

### Credit is Preferred

- Trail's End pays all fees!
- Major credit cards are accepted using Square readers or manual entry
- Apple Pay, Google Pay & Cash App Pay are accepted using the share feature at checkout for customers to pay on their device!
- How to connect a Bluetooth reader →

## WRAP UP

### Finish Strong

- Promptly deliver undelivered orders
- Turn in cash to your leader
- Thank your customers
- Claim your Reward
- Choose the prizes you want on Amazon

Enjoy the rest of your Scouting year!

My Leader: \_\_\_\_\_

Phone | Email: \_\_\_\_\_

For more information, visit our FAQs →

