

Grand Canyon Council

2025 Popcorn Leaders' Guide



Welcome to the Annual 2025 Popcorn Sale – Scouting at Sonic Speed!

We're excited to kick off another popcorn season! You and your Scouts are on your way to quickly earning the funding needed to fully participate in the adventures that make Scouting memorable and life changing.

This fundraiser is not about popcorn—it's about **supporting Scouts, strengthening units, and keeping out of pocket costs low**. With the guidance of Council staff and volunteers, and your leadership, we're ready to make 2025 our best year yet.

If this is your first time, the process can seem daunting, but with good planning and support, it's a smooth and rewarding process. Use the **Trail's End Kernel's Guide** and **GCC Support Center** for key info, tips, and tools for success. Please feel free to contact your local Field Executive or our staff advisor, Abby Lyon for additional support.

I personally wanted to thank you for choosing to participate; your efforts make Scouting possible for families of all backgrounds—thank you for your commitment! -Abby

Ready to go fast?!

Key Resources

[2025 Trails-End Guide & Resources](#)

[Video: Leader Portal Training](#)

[2025 Storefront Request Popcorn](#)

[Leader Training Videos](#)

[Storefront Training Videos](#)

[Storefront Code of Conduct - PDF](#)

[We Accept Credit Card Sign](#)

[Council Order Form 2025](#)

Important Dates – Edit Dates Change Colors

Date	Event
June 12	Council Virtual Training
July 22	Storefront Selections Begin
Aug 22	Show & Sell Orders Due from Units
Sep 10-12	Show & Sell Distribution (includes banners distribution)
Sep 12-14	Frys Weekend #1
Sep 23	Mid-Sale Orders DUE
Sep 26-28	Frys Weekend #2
Oct 3-4	Mid-Sale Distribution
Oct 27	Take Orders/Final Orders Due from Unit
Nov 14-15	Take Orders / Final Order Distribution Final Payments Due & Sale Officially Ends
Nov 21	Final Payments Due
Dec	Top Sellers Celebration Champions Club
Jan 2025	Top Unit Celebration Dinner

- Units are encouraged to establish internal deadlines with their units to collect commitments, orders, and monies so that the kernel has enough time to aggregate orders, inventory product, determine needs, assist stragglers, and assess strategic adjustments to the unit fundraiser.
- **No late order submissions can be accepted.** We cannot delay the entire Council order or adjust our distribution dates to accommodate units who do not meet published deadlines. It is the unit's responsibility to ensure that their orders are complete and timely.
- Popcorn MUST be picked up by 4pm Friday from our distribution site as we cannot hold the product on site.
- ****Units who are a part of a full family of Scouting and are placing an order under one or multiple units, must track, and disperse product appropriately to avoid payment confusion****

Popcorn Incentives

While it is encouraged for units to build and identify their own incentive programs to help motivate their Scouts to achieve their goals and the goals of the unit, Trail's End and the Grand Canyon Council have several incentive programs to motivate our units, leaders, and Scouts to have a successful campaign.

Early Sign-Up Incentive – Storefront Banner

All Units who sign up online through the Trails End system to participate in this year's popcorn sale by the June Roundtable, held on the first Thursday of June, will receive a new storefront table banner. Qualifying units will receive this banner during popcorn distribution in mid-September. We aim to continue this incentive with both Popcorn and Camp Cards to allow units to receive additional banners each fundraising season and year.

Amazon Rewards provided by Trails End

Trail's End provides Amazon Gift Cards to Scouts who sell at least \$500 in product. Each selling scout earns more and up to 10% back in gift cards the more they sell. Trail's End manages this entire process and provides the gift card codes to scouts which much be redeemed by June of the following year. See the Trails End Portal for more information, [2025 TE Scout Rewards.pdf](#)

Camp Credit provided by Grand Canyon Council

Each individual Scout with a product sales total over \$2,000 recorded in the Trail's End system will receive a \$125 credit towards a single camp event. This credit can be applied to any council program event and not only Summer Camp or Cub Resident programs. Credits will expire at the end of the following year and cannot be split between program events.

---NEW--- Weekly Prize Drawings

Each week during Popcorn season we will be hosting a Facebook Live session or posting a video to share campaign updates and specifically draw our weekly prize winner from all Scouts who recorded sale during the previous week. All weekly prizes will range from \$20-50 in value and will be made available for pick-up or delivery based on the location of each winning Scout.

---NEW--- Top Selling Scout Celebration and Champions Club

In late November or early December, we will be hosting a celebration, currently expected to be virtual in order to accommodate Scouts all throughout the state, where we recognize and reward all of our top performing Scouts as well as introduce our new Champions Club which annually recognizes select Scouts with the highest performance across the council will a very special prize. More details to come.

Top Selling Unit Dinner in January/February

Early next year, the Grand Canyon Council will host a dinner for leadership in our top selling units. This dinner is targeted as a Thank you for the Unit Popcorn Kernels who have dedicated hours and time and energy to see that their individual units have a successful campaign. Details for this dinner will be provided by November.

Storefront Sales

In partnership with Trails End, the Grand Canyon Council has secured national storefronts to ensure the success of our Scouts. We are excited to announce that we have over 9,000 hours' worth of storefronts at locations such as Frys, Texas Roadhouse, Bass Pro, Albertsons, Ace Hardware, Safeway and many more! Additionally, Trails End is committed to securing storefronts with proven successful foot traffic!

All storefront reservations will be made in the Trails End Leaders Portal and will automatically populate within your unit's storefront calendar so that your Scouts may sign up for shifts within your unit. This process cannot be completed outside of the Trails End system, so we recommend you ensure that your families have downloaded the app or have an account online.

****In support of all Scouts selling, Trails End will be releasing any storefront that does not have a Scout assigned by 8pm every Thursday****

- **July 22nd:** Units who sold \$10k+ in 2024 will be able to select 4 reservations
- **July 23rd:** All Units will be able to select 2 Reservations
- **July 24th:** All Units will have unlimited reservations.

Product line up

Product	2024 Prices	Product	2024 Prices
Sweet & Salty Kettle	\$20	White Cheddar	\$20
Salted Caramel	\$20	Popping Corn	\$20
Unbelievable Butter MW	\$25	Heroes & Helpers Donations*	\$50 / \$30 / \$1

* = All donations sold in the TE app will be invoiced to units and councils to eliminate confusion about this item needing to be delivered, ordered to unit or council.



Unit Popcorn Kernel Responsibilities

Take the lead in organizing and promoting your unit's popcorn sale:

- Attend the Council Kickoff: June 11, 6:00 PM
- Host Your Unit Kickoff: Mid-August
- Support Storefront Sales:
 - Encourage early storefront reservations
 - Use the [Storefront Letter Request](#) if needed
- Set Goals: Help Scouts set personal and unit-wide sales goals
- Online Sales:
 - Ensure all Scouts create an account at sell.trails-end.com
 - All sales must be logged through the Trails-End app
 - If not, collect cash and submit all payments to the council office by Nov. 21, 2025
- Ordering & Delivery:
 - Submit orders by Aug 22nd
 - Coordinate popcorn pickup on Sep 10-12
 - Organize volunteers for loading/unloading
 - Distribute popcorn promptly
- Manage Inventory: Track and reorder as needed or transfer extras to other units accordingly
- Incentives: Order and distribute prizes and rewards responsibly

Unit Orders and Returns

Unit orders are due by the posted dates on the timeline. No late orders will be accepted.

- Popcorn inventory is being created upon ordering, providing the freshest product to our units. Orders will take two weeks to deliver once the Council has submitted the aggregate Council order.
- Due to the addition of a mid-sale order and a new Council office location on a second floor with less storage space, additional popcorn will be very limited to replenish inventories or to fill late orders.
- **Grand Canyon Council does not accept returns of unsold popcorn from units.** Units should only order products they intend to sell in line with their Scout goals and participation.
- Units may mitigate their risk, or even have a no-risk sale, by focusing on or only engaging in **Take Orders** and **Online Sales**.
- Every unit should order an amount of popcorn based on the goals and participation of Scouts within their unit. Please do not submit an order without first determining the level of Scout participation.
- The final **Take Order** will allow units to receive the exact number of containers they need to fulfill their needs, and units should use any excess popcorn they may have to fill those orders before submitting an order for additional product.
- In the Trail's End Portal, a tool is provided to guide you with your popcorn order as a calculator that will assist you determining the best product variety of product aligned with your goal, based off ratios of popcorn sold across the nation and particularly Arizona in prior years.
- Grand Canyon Council will encourage units to trade and transfer products throughout the sale to find more popcorn or take products from other units who ordered too much. This can be completed via the [Trails End website!](#) Units with excess popcorn should make it available to other units as early as possible.
- Grand Canyon Council will provide an example [annual budget planner](#) to help units gauge a goal amount per Scout based off program participation.
- Units keep their commission immediately but must pay Council the remaining balance by the deadlines posted on the timeline scheduled above.

Distribution Sites

Popcorn is delivered on Wednesdays, with prep on Thursday and distribution Friday. Show and Sell popcorn MUST be picked up by 5pm Friday. Additional details, including a pick-up time sign-up will be available in early September.

Show and Sell – September 10, 2024.

- **United Food Bank of Mesa** – 245 S Nina Dr. Mesa, AZ

Mid-Sale Orders and Take Order – Oct. 3 & Oct 27

- **Heard Scout Pueblo** - 1901 E. Dobbins Rd. Phoenix, AZ

ADDITIONAL RESOURCES

- [Grand Canyon Council Popcorn webpage](#)
- [Grand Canyon Council Fundraising Forum](#) – Council Facebook group for unit fundraising.
- [Advancements earned through Popcorn](#)
- [Annual Budget Planner Exemplar](#)
- [Unit Popcorn Kickoff Power Point - Editable](#)
- [Unit Kickoff – Checklist](#)
- [Scout Sales – Script Cards](#)
- [Storefront Code of Conduct](#)
- [Trails End Resources](#)