

2026 Popcorn Kernel Guide



2026 POPCORN KEY DATES

Tuesday, Aug 11; Wednesday, Aug 12	Popcorn Leader Meeting
Monday, August 24	“Show and Sell” first order due
Thursday, September 3 after 3pm	“Show and Sell” Popcorn Distribution
Friday, September 4	Ready, Set, Go! Popcorn Sales Starts
Monday, September 14	“Show and Sell” Order #2
Thursday, September 24	“Show and Sell” #2 Popcorn Distribution
Monday, October 12	Final Order “Show and Sell” Returns (up to 10%)

Monday, October 12
(Call Daphne for returns. This is the final day for returns—hard final day.)

POPCORN BOXES MUST BE UNOPENED, UNMARKED, AND UNDAMAGED TO BE ACCEPTED AS A RETURN

Wednesday, October 30 Final Payment Due. 2% late charge each week will be assessed on November 2

2026 POPCORN SALES COMMISSION

COMMISSION STRUCTURE	DESCRIPTION	%
Base	Standard Commission for every unit that sells popcorn.	33%
Scouts Honor Bonus	Have your Popcorn Kernel and a different member of your unit's Key 3 attend a Leader Meeting to earn the first 2% bonus. All or nothing – both must attend, and one person cannot fill both roles.	2%
Heroes and Helpers Bonus	Increase your Heroes and Helpers donations from last year's total donations. (Increase by \$250 or higher)	1%
More Scouts Bonus	Increase the number of scouts selling from last year. <u>All</u> Scouts, new and returning sellers, must sell \$500 in product. (online or traditional sales)	1%
Total		37%
Online Sales	Separate from regular sales commission.	30%

2026 COUNCIL INCENTIVES

Trails End Rewards		Sequoia Council Incentives				
TE Point System	Scout Receives from Trails End Gift E-Cards	Total Dollars Sold By Scout	Funded Registration	Scout Bucks	Top Sellers Party	*Family Adventure
17,500	10% of total sales	\$17,500	Full	\$340.00	X	Each Scout will be entered in a drawing to win a Family Adventure Maximum of 4 family members including the scout.
15,000	1,250	\$15,000	Full	\$300.00	X	
12,000	1,000	\$12,500	Full	\$280.00	X	
10,000	750	\$10,000	Council Fee	\$240.00	X	
7,500	550	\$7,500	Council Fee	\$220.00	X	
6,000	450	\$6,000	Council Fee	\$200.00	X	
5,000	350	\$5,000	Council Fee	\$180.00	X	
4,000	250	\$4,000	Council Fee	\$160.00		
3,500	200	\$3,500	Council Fee	\$140.00		
3,000	150	\$3,000	Council Fee	\$100.00		
2,500	100	\$2,500	Council Fee			
2,000	70	\$2,000	Council Fee			
1,750	60					
1,500	50					
1,250	40					
1,000	30					
750	20					
500	10					

Note: Every Scout that sells a minimum of one popcorn item (no donation) receives a patch. If they are not in the APP with sales then you can purchase extra patches for Scouts, Siblings, or Adults. Cost per patch will be \$5. Scouts that sell \$100 or more of “Heroes and Helpers” Donations will get a special patch.



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Sequoia Council

**Last day to count sales towards Council Incentives is November 13, 2026.
Scouts can sell until the last day of 2026 to get more points towards their Trail's End E-Cards.**

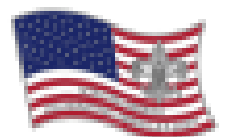
Draft 8/11/2026



Every Scout who sells one item will receive the 2026 Popcorn Sales CSP patch.

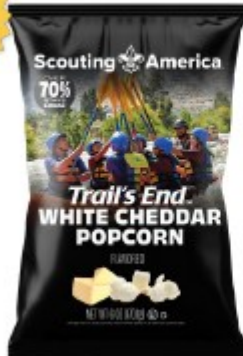


Every Scout who sells \$100 or more in Hero's and Helpers will receive the 2026 Heros and Helpers CSP patch.



2026 TRADITIONAL PRODUCT LINEUP

\$20



White Cheddar

- National #1 seller
- Savory and made with real cheese
- 16.5 cups | 6oz

\$20



Salted Caramel Corn

- Rich caramel with just the right amount of salt
- 5 cups | 11oz

\$20



Kettle Corn

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 4.5oz

\$20



Sea Salt

- Just the right amount of salt
- 3 simple ingredients
- 12.5 cups | 5oz

\$25



Microwave Butter Popcorn

- The right snack for movie night
- 12 microwave bags

Remember online offers a few different items including chocolate but chocolate doesn't ship until November or later.



SUPPORT OUR HEROES AND HELPERS™!

By providing your support to Scouting, you're helping bring heartwarming snacks to military personnel and their families, first responders and local food banks!

Every Hero Deserves a Snack!
All donations go towards supporting our Local Heroes & Helpers!

And Scouts earn incentives!

ORDERING, DISTRIBUTION & RETURNS

PRODUCT	ITEM PRICE	CASE PRICE	ITEMS PER CASE	PACKAGING
Sea Salt 5 oz	\$20	\$240	12:1	Bag
White Cheddar Popcorn 6 oz	\$20	\$240	12:1	Bag
Salted Caramel Popcorn 11 oz	\$20	\$240	12:1	Bag
Sweet and Salty Kettle Corn 4.5 oz	\$20	\$240	12:1	Bag
Microwave Butter Popcorn 12-pack	\$25	\$150	6:1	Box

POPCORN ORDERING, DISTRIBUTION & RETURNS

PLACING ORDERS

1. Contact support@trails-end.com if you do not know your username and password.
2. Login at <https://portal.trails-end.com>
3. Click the "Order Popcorn" button at the top of the page, or go to the Popcorn Orders tab and click "Order Popcorn".
4. Click the "Choose Delivery..." button and choose the order you are placing.
5. Enter the quantities that you wish to order in the adjustment column.
6. Click SUBMIT when you are finished with your order.
7. You will receive an order confirmation to your email address once your order is approved by the Council.

GETTING YOUR POPCORN

Orders may be picked up at Sequoia Council Fresno Office. Be prepared to count and load your order as volunteers on-site are limited. Those picking up the popcorn will sign a packing slip and take ownership of the product on the Unit's behalf. **You must take your entire order at your pick-up time.**

Contact your Council for more information on getting your popcorn and replenishment of popcorn.

POPCORN RETURNS

Please return any unsold products in their original cases to assist in processing. No damaged or open individual containers will be accepted for returns. Up to 10 % worth of popcorn will be accepted.

Please schedule a time for returning your unsold popcorn with Daphne at 559-320-2100

****POPCORN BOXES MUST BE UNOPENED, UNMARKED AND UNDAMAGED TO BE ACCEPTED AS A RETURN****



HOW TO SELL \$2,500

Sell for 14 hours, fund your entire year of Scouting!

**STEP
1**

Create a Trail's End account for your Scout.

- Text APP to 62771 to download the Trail's End App.

**STEP
2**

Make a list of 30+ people you know to ask for support.

- With your Scout, go through the contact lists of your phone(s) and your social media friends lists (ie. Facebook).

**STEP
3**

Draft your Scout's sales pitch.

- Example: Hi ****customer's name****, I am raising money to help pay for summer camp. Please follow the link to my fundraising page and make a purchase that will help me earn my own way in Scouting. Can I count on your support?

**STEP
4**

Build your Scout's personalized fundraising page.

- Once signed into the app, go to **Online Direct** and then **Manage Page**.
 - Upload a picture of your Scout smiling, preferably in their Class A uniform.
 - Paste your sales pitch into the **About Me** section.
 - Select your **Favorite Product**.

**STEP
5**

Ask for support.

- Share your Scout's fundraising page from the App through Social Media (Facebook, Twitter), Text Message, Email, and more.
- For **BEST** results, Scouts should make phone or video calls (FaceTime, Zoom). Scouts can take payment over the phone or use the Online Direct cart sharing feature so you customer can complete the purchase.
 - Tip: Just like in face-to-face selling, customers say yes more often with a personal ask (call, text, email, DM) than an indirect ask (general Facebook post).

**STEP
6**

Ask for support in the neighborhood.

- Ask neighbors for support in local Facebook Groups, Apps (Next Door).
- Visit 30 homes in your neighborhood



\$2,565 POPCORN GOAL



(x24)



(x24)



(x36)



(x24)



(x12)



(x35)

CODE OF CONDUCT

(FOR ANY SHOW & SALES METHOD)

Guidelines for Scouts & Leaders Selling Popcorn

- All Scouts participating at a popcorn booth, or walking a neighborhood to sell popcorn will wear their Field uniform. It is recommended that registered adults wear their Field uniforms or Unit T-shirt. Parents can wear their Unit T-shirt.
- The Scout and/or adult volunteer will not participate in the act of panhandling (i.e., directly asking for the donation of money instead of selling popcorn.) Use Heroes and Helpers to aid your sales.
- Storefront popcorn booths will be setup in the area designated by the store manager.
- The Scouts will not ambush or crowd customers as they come in and out of the store. The Scouts will stay at a distance as designated by the store manager.
- **Clean it up. Leave your sales area better than you found it!**
- If by any chance two Scout units show up to the same storefront to sell popcorn, the adult volunteers will work out the issue without involving the store manager or Council. No more than one unit per storefront.
- All Scouts and adult volunteers will use clean and kind language. There shall be no profanity, put-downs or verbal taunting, as this is unacceptable.
- All Scouts will behave in a friendly manner. Punching, “play fighting”, climbing on trash cans and store pillars, throwing objects, and any deliberate attempt to cause physical harm or damage to the property is unacceptable.
- The Scouts and adults will always abide by store rules when selling at a storefront or on business property, in addition to the other bullet points on this document.

POPCORN CONTACTS

Position	Name	Phone	Email
Council Kernel (Volunteer)	Jason Bales Margi Bales	559-269-1719 559-779-0368	bales.jmba@gmail.com
Council Kernal (Staff)	Daphne Ferguson	559-320-2100	daphne.ferguson@scouting.org