



Popcorn Kernel Guidebook 2026

CELEBRATING AMERICA'S 250TH BIRTHDAY
AND FUNDING EVERY SCOUTING ADVENTURE!

Scouting America
Natural State Council

Trail's End[®]

AUGUST 2026

Table of Contents

Product Line Up 2026.....	3
New Unit Product Promotion	3
Ordering & Resupply	4
Commission Structure.....	4
Storefront Reservations	4
Council Incentives & Challenges	6
Unit Popcorn Kernel Responsibilities	7
Code of Conduct – Youth & Adults.....	8
Unit to Unit Transfers	9
End of Campaign Closeout.....	9
2025 Popcorn Campaign – In Review.....	10

Welcome Kernels

Welcome to the 2026 Popcorn Campaign!
This year, we join in celebrating our Nation's
Semiquincentennial (250th Birthday). The
Funds your "Popcorn Patriots" will raise can
be used to cover the Costs of all the many
Adventures planned for this new Program
Year. This means less out-of-pocket Expenses
for your Scouting families! Encourage 100%
participation in your Unit! ***This year's Popcorn
Campaign will be better than ever!***

Key Contacts

BUTTERFIELD TRAIL

Josh McMillan
(479) 567-0977
Joshmc201@gmail.com

CORNERSTONE

Justin Haines
(479) 502-2475
justin.haines@scouting.org

CROWLEY'S RIDGE

Stuart Etheridge
(870) 830-7046
swetheridge@riceland.com

DESOTO

Larry Epperley
(870) 310-1494
lovelyildoxies@gmail.com

FOOTHILLS

Emily Davis
(501) 607-6923
emily.davis@scouting.org

PINNACLE

Daniel Kilby
(501) 831-3318
daniel.kilby@scouting.org

OUACHITA

Sandra Gillespie
(501) 765-8813
quapawpopcorn@gmail.com

OZARK

Matt Franklin
(870) 208-4503
mattfranklin82@gmail.com

RAZORBACK

Matthew Reed
(479) 502-2748
matthew.reed@scouting.org

SARACEN

Randy Covington
(870) 692-8605
bulldog7890@yahoo.com

WHITE RIVER

Stephen Waggoner
(501) 270-2377
stephen.waggoner@scouting.org

NATURAL STATE

Brian Boyle
(870) 314-1405
brian.boyle@scouting.org

If you need support beyond the capabilities of your District
Popcorn Kernel or Scouting Professional, please contact:

TRAIL'S END SUPPORT

support@trails-end.com

2026 Popcorn Campaign Calendar

Monday, March 9:Popcorn Onboarding Begins
 Saturday, July 11:Westark Service Area Kickoff (BT, CN, OZ, RZ)
 Saturday, July 18:Quapaw Service Area Kickoff (CR, FH, PN, WR)
 Saturday, July 25:Timberlands Service Area Kickoff (DS, OU, SC)
 Monday, July 27:Council Kickoff (Zoom)
Thursday, July 30: Unit Onboarding Deadline
Thurs, August 6: Show & Sell (Storefront) Orders Due
 August 20-21:Show & Sell Popcorn Distribution (Pick Up)
 Saturday, August 29First Scheduled Storefronts
Thursday, September 3: Mid-Order#1 (Resupply) Due
 September 17-18:Mid-Order #1 Distribution (Pick Up)
Thursday, October 1: Mid-Order #2 (Resupply) Due
 October 15-16:Mid-Order #2 Distribution (Pick Up)
Thursday, October 29: Take Orders Due
 November 12-13:Take Order Distribution (Pick Up)
 November 16-20:Scouts Distribute Take Orders
 Week of Nov 30-Dec 4:Units Collect Outstanding Money from Families
 Saturday, December 5:Last Scheduled Storefronts (BT, CN, OU, OZ)
 Friday, December 11:Final Payments Due (Campaign End)



2026 Popcorn Kickoffs

WESTARK SERVICE AREA

July 11
11am-1pm
Springdale
Scout Office



QUAPAW SERVICE AREA

July 18
10am-12 pm
Reynolds
Training Center



TIMBERLANDS SERVICE AREA

July 25
10am-12 pm
First United Methodist
Sheridan



COUNCIL KICKOFF

July 27
6:30pm
Zoom



Product Line Up 2026



\$20



\$20



\$20



\$20



\$25

Product	Item Price	Items per Case	Case Price	Packaging	Storefront	Take Order
White Cheddar	\$20	12	\$240	Bag	Yes	Yes
Salted Caramel	\$20	12	\$240	Bag	Yes	Yes
Kettle Corn	\$20	12	\$240	Bag	Yes	Yes
Sea Salt	\$20	12	\$240	Bag	Yes	Yes
Microwave Butter	\$25	6	\$150	Box	Yes	Yes
Heroes & Helpers	\$1	-	-	-	Yes	Yes



New Unit Product Promotion

Units that *did not sell* any popcorn traditionally (Storefront or Wagon) in 2025, can join the Popcorn Campaign.

NO RISK! NO UPFRONT COSTS!

100% Commission on one case of White Cheddar and one case of Sea Salt (\$480 retail). Sales beyond the first two cases follow the campaign's regular commission and sales model. Credits will be issued to units no later than 11/13/2026

Contact your District Executive to get started!

REQUIREMENTS

1. Reserve and sell at a minimum of two 2-hour storefront shifts (*4 hours total*)
2. Sell both cases by October 31
3. Record all sales in the Trail's End App

Commission Structure

CRITERIA	COMMISSION RATE
Base Commission (Retail & Online)	30%
Achieve 5% Sales Growth over Last Year's Sales – OR – Surpass \$10,000+ in Total Sales	33%
Achieve 20% Sales Growth over Last Year's Sales – OR – Surpass \$20,000+ in Total Sales	35%



Ordering & Resupply

Orders for Storefront sales are due Thursday, August 6, submitted through the Unit Leader Dashboard. Quantities must be provided in *Cases (CS)*. There are no upfront costs to placing an order; however your unit is responsible for the product once claimed.

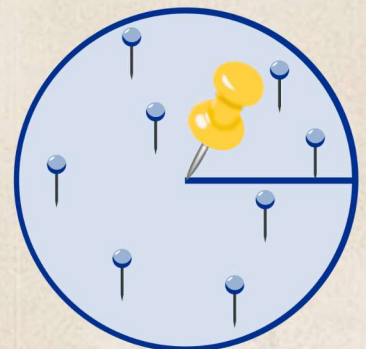
Replenishment orders may be made at any time through your District Executive and must be claimed within seven days. Unclaimed orders will be returned to Council inventory and made available for other units to sell. **Storefront Resupply (Mid-Orders) are due Thursdays, September 3 and October 1**, for any products not immediately available for replenishment from remaining Council Inventory.

Orders for Take Orders (undelivered products) are due Thursday, October 29, submitted through the Unit Leader Dashboard. Quantities must be provided in *Containers (CT)*.



Storefront Reservations

Trail's End introduced a new "Auto-assignment" function to help units reserve storefronts, based on last year's sales. *All units receive a minimum of 25 hours by completing Unit Onboarding before July 30.* Unit Kernels define a radius to sell in, and choose blackout dates to avoid. Locations not reserved by Trails End must be entered into the Unit Leader Portal for sales management.



Trail's End REWARDS®

EARN 4X WITH CREDIT

4 POINTS PER \$1 CREDIT & ONLINE SALES

1 POINT PER \$1 CASH SALES

+3 BONUS POINTS PER \$1 FOR CASH TO CREDIT™

PLUS

1 bonus point per \$1 for Heroes And Helpers®

Earn ADDITIONAL bonus points for achieving sales levels below

NEW

Earn points on sales between levels!

With 100% credit sales, Scouts claim when ready!

Each point = \$0.01 in gift cards; minimum of \$600 in sales is required for Rewards claiming to begin.

CLAIM GIFT CARDS FOR ADVENTURES, FUN & GEAR!

Pick one or more:
Amazon® eGift Card, Prepaid Mastercard®, and others!



WHY IS CREDIT IMPORTANT

72% of U.S. retail is credit — yet Scouts are only 51% credit from consumers. That's a missed opportunity, because **consumers spend 14% more with credit — helping Scouts hit goals 14% faster.**

Plus, **not handling cash is safer** for Scouts, Parents, and Leaders, and **credit means Scouts, Packs/Troops, and Councils get paid faster.**



DOWNLOAD THE TRAIL'S END APP® TO START EARNING

Here's what Scouts earn with all credit sales:

SALES LEVEL	BASE POINTS (4 POINTS PER \$1)		LEVEL BONUS POINTS		TOTAL POINTS	\$ REWARDS	WHAT YOU COULD GET
\$25,000*	100,000	+	235,000	=	335,000	\$3,350	Family Vacation
\$15,000	60,000	+	140,000	=	200,000	\$2,000	High Adventure
\$10,000	40,000	+	70,000	=	110,000	\$1,100	Canoe
\$7,500	30,000	+	50,000	=	80,000	\$800	3D Printer
\$5,000	20,000	+	30,000	=	50,000	\$500	Gaming Console
\$4,000	16,000	+	21,500	=	37,500	\$375	Day Camp
\$3,000	12,000	+	13,000	=	25,000	\$250	Hiking Backpack
\$2,000	8,000	+	3,000	=	11,000	\$110	Drone
\$1,500	6,000	+	1,500	=	7,500	\$75	Camping Tent
\$1,000	4,000	+	500	=	4,500	\$45	Video Game
\$600	2,400	+	100	=	2,500	\$25	Water Bottle

***Earn additional 45,000 bonus points for every \$5,000 sold above \$25,000
Level bonuses are not cumulative. Only the highest level reached will be awarded.**

Trail's End Rewards earned in 2026 must be claimed by March 31, 2027. 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. Please visit each company's website for additional terms and conditions. All rewards and promotions are subject to [Terms and Conditions](https://portal.trails-end.com/legal/terms) at <https://portal.trails-end.com/legal/terms>.

Council Incentives & Challenges

COUNCIL TOP SELLER

The Scout with the highest popcorn sales in the Natural State Council will be awarded a America's 250th Vintage Buckle with Display Box. To qualify, the Scout must have a minimum of \$5,000 in recorded sales.



DISTRICT TOP SELLER

The Scout with the highest popcorn sales in each District will be awarded an America's 250th Challenge Coin. To qualify, the Scout must have a minimum of \$1,500 in recorded sales.



\$1776 CLUB

Scouts with a minimum of \$1776 in recorded sales will be awarded a special Council Shoulder Patch for their uniform or personal patch collection. Unit Kernels will be awarded likewise when one Scout in their Unit earns this recognition.



FIRST SALE CHALLENGE

All Popcorn Patriots are challenged to record their first sales between Saturday, August 29 and Tuesday, September 8. All sales records in the app during this time will be automatically entered into a drawing for a \$25 Fandango Gift Card. No action is required by Unit Kernels.



HISTORICAL AMERICAN JOURNEYS 1-5

Five journeys will be released following the First Sale Challenge in September! For every completed, our Popcorn Patriots will receive an entry into a drawing for a \$25 Amazon Gift Card. Unit Kernels must submit names and a photo of the completed maps no later than 12:00pm Noon on December 7, 2026. One winner per District will be selected!



CAMPAIGN PATCH

All Scouts with a minimum of \$50 in recorded sales will receive a commemorative 2026 Popcorn Campaign patch.



Unit Popcorn Kernel Responsibilities

MAY & JUNE

- Onboard your Unit and register as the Popcorn Kernel (*primary contact*).
- Work with your unit committee to develop a sales goal that will fully fund your program year!
- Encourage all sales methods (*Storefront, Take Order, Online*) and 100% participation from Scouting families.

JULY

- Attend a Popcorn Kickoff!
- Join the “Natural State Council Popcorn Kernels” facebook group.
- Schedule your Unit's Popcorn Kickoff!

AUGUST

- Encourage Scouts to sell online!
- Submit your unit's Show & Sell (storefront) order **by August 6**.
- Hold a Unit Popcorn Kickoff. Discuss key dates, goals, sales techniques, money collection, and safety suggestions. Build excitement around the sale!
- Schedule a time to pick up popcorn order(s). Assemble a team with multiple vehicles if placing a large order. Ensure collected inventory is protected from the elements during transport.
- Establish a system for checking out popcorn to Scouts for storefronts.
- Ensure accurate reporting of inventory following storefront shifts.

SEPTEMBER

- Place replenishment orders as needed and arrange from timely pickup to ensure upcoming storefront shifts have inventory.
- Submit your unit's Mid-Order #1 (storefront resupply) **by September 3**.
- Coordinate popcorn pickup with your Popcorn Pickup Team!

OCTOBER

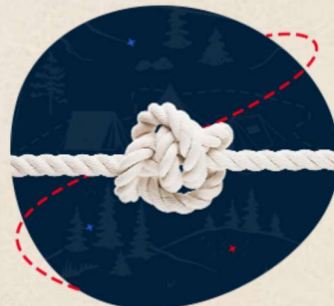
- Submit your unit's Mid-Order #2 (storefront resupply) **by October 1**.
- Coordinate popcorn pickup with your Popcorn Pickup Team!
- Submit your unit's Take Order (undelivered products) **by October 29**.

NOVEMBER

- Coordinate popcorn pickup with your Popcorn Pickup Team!
- Distribute undelivered products to Scouts for delivery to customers.
- Manage the reporting of eligible Scouts for Council Popcorn Challenges

DECEMBER

- Ensure final payment is made to the Council office by **December 11**.



Code of Conduct — Youth & Adults

PLANNING FOR A STOREFRONT SHIFT

- All storefront shifts must be reserved in the Unit Leader Dashboard. In the event two separate groups arrive at a storefront to set up a booth, the unit with the reserved storefront shift takes precedence and may set up. There are plenty of storefront reservations available!
- Units must ensure Safeguarding Youth Guidelines are enforced, especially no one-on-one contact and two-deep leadership for a storefront shift.
- All Scouts must wear their Scout uniform while selling popcorn. Registered adult volunteers accompanying a Scout should also be in uniform. Uniform shirts should be tucked in and neat in appearance.

DURING THE STOREFRONT SHIFT

- All storefront popcorn booths will be set up 8-10 feet from the door, or at the area/distance designated by the Store Manager.
- Always abide by store rules when selling at a storefront or on business property. Scouts will not hinder a customers ability to enter or exit the store.
- At no time should a Scout or adult volunteer directly ask for money or attempt to sell other products instead of selling popcorn.
- All Scouts and adult volunteers will use clean and kind language. Profanity, insults or taunting is unacceptable behavior.
- All Scouts and adult volunteers will behave in a friendly and kind manner. Play fighting and inappropriate behavior is unacceptable.

AFTER THE STOREFRONT SHIFT

- ALL Cash Donations/Tips received during storefront sales must be recorded in the Trails' End App as "Heroes & Helpers Donations." All donations count toward unit sales, individual Scout sales & points earned, and unit commissions.



Unit to Unit Transfers

In the event your Unit needs Popcorn for an upcoming Storefront and is running low on Supply, nearby Units can help you out! Product transfers are initiated by the transferring Unit in the Unit Leader Dashboard and received by Unit receiving product.

Please contact your District Popcorn Kernel if you need assistance, if your unit has any additional product to offer, or if requesting a particular product.



End of Campaign Closeout

UNIT SETTLEMENT

All Unit Kernels are encouraged to set a deadline to collect outstanding money from families. While the majority of transactions are conducted using the Trail's End App, money from cash/check sales need to be collected.

INVOICING

Approximately one week before final payments are due, Unit Kernels will receive a final invoice from their District Executive. Balances must be paid in full no later than December 11. Online sales and App transactions, including recorded Heroes & Helpers donations can significantly reduce or eliminate your unit's balance due.

FINAL PAYMENT

Any invoices with a negative or zero balance and all units submitting payment on or before December 11 will be considered "paid on time". Payments should be made by check from the unit for the amount due. Checks may be made payable to "Natural State Council". Excess payments to the Natural State Council will be deposited into the unit's escrow account.

2025 Popcorn Campaign — In Review

TOP SELLING UNITS

Troop 134, Crowleys Ridge	\$42,292
Pack 259, Pinnacle.....	\$31,254
Troop 156/156G, Ozark.....	\$29,986
Pack 205, Pinnacle.....	\$28,797
Troop 59/6059, Pinnacle	\$26,044
Pack 3050, Ouachita.....	\$25,201
Troop 6335, Pinnacle.....	\$24,570
Pack 132, Ozark	\$20,608
Pack 3082, Ouachita.....	\$20,514
Pack 9, Cornerstone.....	\$19,816

TOP SELLING SCOUTS

Riley B., Troop 170 PN	\$17,138
Will P., Troop 59/6059 PN	\$10,800
Luke E., Troop 134 CR.....	\$7,215
Enoch S., Pack 9 CN.....	\$5,922
Griffin V., Pack 205 PN	\$5,435
Claire B., Troop 23 PN.....	\$5,431
Jerren J., Pack 612 FT	\$5,411
River W., Troop 134 CR.....	\$5,189
Joseph N., Troop 6335 PN	\$5,121
Elijah H., Troop 134 CR.....	\$4,475



TOP UNITS BY SALES GROWTH (2025 vs 2024)

District / Unit	Total Sales 2025	Total Sales 2024	\$ -- Sales Increase -- %
RZ Pack 854.....	\$870	\$20	\$850 4250%
BT Pack 59.....	\$3,705	\$195	\$3,510 1800%
PN Troop 295.....	\$6,677	\$474	\$6,203 1309%
CN Troop 525	\$588	\$84	\$504 600%
BT Pack 123.....	\$3,915	\$590	\$3,325 564%
OZ Troop 156/156G.....	\$30,361	\$4,722	\$25,639 543%
SC Pack 84.....	\$1,253	\$250	\$1,003 401%
WR Troop 43	\$6,340	\$1,381	\$4,959 359%
CR Troop 115	\$4,347	\$1,070	\$3,277 306%
WR Pack 43	\$6,465	\$1,794	\$4,671 260%
PN Troop 427.....	\$1,815	\$577	\$1,238 215%
CR Pack 66	\$4,596	\$1,681	\$2,915 173%
CS Pack 9.....	\$19,501	\$7,268	\$12,233 168%
DS Troop 0018.....	\$7,446	\$2,862	\$4,584 160%
CS Troop 314 G.....	\$2,385	\$1,057	\$1,328 126%
CS Troop 314 B	\$8,039	\$3,682	\$4,357 118%
FH Pack 93	\$2,235	\$1,030	\$1,205 117%

*Good Luck
Kernels
& Patriots!*

Little Rock Service Center
3220 Cantrell Rd
Little Rock, AR, 72022
(501) 664-4780

Shewmaker Center for Scouting
3409 Elm Springs Rd
Springdale, AR 72762
(479) 750-3033

www.naturalstatecouncil.org