

Scouting AmericaTM

South Texas Council

2026 Popcorn Guide

Your Playbook for a Successful
Popcorn Season



40%
Commission!

35% Base Commission
2% Sign your unit up by August 1st
2% Attend Kick-Off Rally on August 8th
1% Increase Sale Over Last Year.



Getting Started: Choose A Kernel

Kernels Organize and Manage the Unit's Popcorn Sales and Goals.

A Kernel's Success Guide

1. Have a unit popcorn planning meeting.
2. Come to the May 9th Kickoff.
3. Create your unit's ideal year of scouting and how much it's going to cost. Pick a sales goal and divide into a "per scout" goal.
4. Scan the QR codes in the 'Getting Started' section to register your unit with the Council and through Trail's End.
5. Bring your Unit to the August 8th POPCORN PEP RALLY
6. Use the Show & Sell Suggested Order Calculator and place your unit order by August 16.
7. Create a unit Popcorn Committee to help you create an awesome selling strategy.
8. Develop a reward plan for your Scouts.
9. Host an awesome unit kickoff.
10. Pick-up your unit's Show and Sell and Take Order popcorn on your assigned date (with the right size vehicle). Don't forget to verify popcorn count and sign the Unit Packing Slip when you take your order.

We're Here To Help

First Line of Support
Your Popcorn Team

Staff Advisor
Chelise Hyatt - 361-500-3646

Assistant Staff Advisor
Mara Domeland - 361-695-9089

Getting Started

1. Sign-up as a unit Kernel by scanning the QR code
2. & filling out the Unit Commitment Form: 
3. Email the form to chelise.hyatt@scouting.org.
4. Register your unit with the Trails End Unit Commitment Tracker by Scanning this QR Code: 
5. Make sure each scout is signed-up for their own sales account and that you sign-up as a leader so you can link all your unit's accounts.
6. Download the app to track sales.
7. Meet with your Unit's Committee to keep track of everything.
8. If you need help, connect with your local popcorn advisor.



Commission Structure

Base Amount

Unit

35%

ALL UNITS

Bonus Commission Levels

Bonus Level

Requirements

2%

Sign unit up by August 1st

2%

Attend the August 8th Popcorn PEPRALLY

1%

Sell more Popcorn than you did last year

Popcorn Sales Options

Whether Scouts want to sell outside of their favorite stores or from the flexibility of their home, you have the freedom to choose which type of sales works best for you.

Council Prizes

All Scouts that sell \$2,000 or more get access to the high sellers club which includes an exclusive party & patch!



Popcorn Sold The Way You Want Show and Sell

Scouts work as a team at approved locations like storefronts or businesses to show and sell products immediately. Units can reserve storefront slots using the Trails End App.

- Advantage: Access new customers and make extra sales! Great for building confidence in interacting with customers.

Wagon Sales

Scouts go door-to-door with a parent or buddy and use their show-and-sell stock to deliver products immediately and collect payment.

- Advantage: Instant delivery and payment! Limited product selection.

Online Sales

Scouts can sell online to family and friends. Each Scout and unit can have their own online account. Online sales count towards Scout Rewards and scholarship credit. Units earn a 30% commission, credited quarterly. For setup info, visit Trail's End.

- Advantage: Start selling now! Customers can pay via credit cards, and there is no need for delivery or collection! Online sales count towards Council rewards during the annual fall popcorn sales.



Don't Forget

Bring a vehicle big enough to carry all of your popcorn!

Popcorn

20 cases
40 cases
60 cases
70 cases

Vehicle

mid-size car
mid-size SUV
mini van
large SUV

Simple Steps to Make the Most of Your Sales

Popcorn Inventory

- All popcorn ordered from Trail's End is non-returnable and becomes the property of the South Texas Council.
- Order based on last year's sales, unit membership changes, and the Show & Sell Suggested Order Calculator.
- Extra popcorn will be available for check-out during the sale.

Sales Planning

- Compare this year's sales sites to last year's.
- Set sales goals for each family but only give them 70% of the needed popcorn initially.
- Schedule a pickup/return and money turn-in day to monitor sales and redistribute popcorn.

Order Fulfillment

- Ask families to fill their orders at the end of the sale to prioritize storefront and neighborhood sales.
- Use returned popcorn or take orders to fulfill family orders.

Return and Payment Policy

- No returns accepted.
- Contact Chelise Hyatt for possible transfers.
- Full payment, minus the unit's commission, is due online by midnight on October 5th for original Show and Sale orders and by 5PM on November 20th for any restock Show and Sell orders.
- Submit one check payable to the South Texas Council for any balance.

2026 Product Line Over 70% Stays Local!



New Pricing and Imaging!

To streamline and simplify Popcorn sales, Trail's End has updated their pricing to be a static \$20 per bag. (Microwave popcorn is still available at \$25.)

Each bag will also proudly display the Scouting America Logo and a link to Beascout.org!

\$20



White Cheddar Popcorn

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

\$20



Sea Salt Popcorn

- 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

\$20



Salted Caramel Popcorn

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

NEW

**FOUR
\$20
PRODUCTS***

DESIGNED TO INCREASE
CONSUMER PURCHASES!

SIMPLIFIES SALE FOR
SCOUTS, LEADERS,
AND CONSUMERS!

\$20



Kettle Popcorn

- Light, crispy texture
- Only 4 ingredients
- 7.5 cups | 7oz



Scouting America logo

Highlighting future leaders

Over 70% stays local!

Scouts in action

Weaver Statement

QR Code to purchase additional
online products

Nationally Licensed &
highlighting BeAScout.org



Popcorn Key Dates

- MAY 9** Popcorn Kickoff
- AUG 1** Take Order/Online Sale Begins
- AUG 8** POPCON PEP RALLY! (attend to get bonus 2% commission)
- AUG 12** Popcorn Orientation/Information ZOOM Meeting
- AUG 16** Show & Sell Orders Due Online by 5PM
- AUG 27** Show & Sell Orders Delivered to Units
- OCT 5** Payment 1 Popcorn Money Due Online by Midnight
- OCT 23** Popcorn Restock Orders Due Online by Midnight
- NOV 5** Popcorn Restock Orders Delivered to Units
- NOV 20** Final Popcorn Payment Due to Council Office by 5PM
- DEC 31** Last Day to Claim Prizes Due Online