



2026

POPCORN KERNEL SPELLCASTER'S GUIDE



GULF STREAM COUNCIL

SCOUTING AMERICA

Table of Contents

Welcome & Key ContactsPage 1	Return Policy & Campaign Closeout Page 9
2026 Popcorn Calendar.....Page 2	Trails End Incentives Page 10
Unit Commission & Store Fronts.....Page 3	Council Incentives Page 11 & 12
Store Fronts Continued Page 4	2025 Campaign ReviewPage 13
Kernel Responsibilities & Code of Conduct....Page 5	Unit Sale Onboarding Page 14
Product Line-up....Page 6	Who's Who Page 15
Distribution Locations & Product Replenishment...Page 7	Essential Gatherings of the Popcorn Realm.... Page 16
Selling through the App Page 8	Unit Check List to Success..... Page 17

Key Contacts

High Wizard of the Golden Kernel- Bianka Cullen
bianka.cullen@scouting.org, 561.694.8585 Ext. 231

Deputy Wizard of the Golden Kernel - Tiffany Brown
tiffany.brownsmith@scouting.org, 561.694.8585 Ext. 261

Council Wizard of the Golden Kernel - Stephanie King
Scoutingmomkingfl@gmail.com

Everglades District Spellcaster - Bhavaneswari Doraisingam
bhavanesh@gmail.com

Lighthouse District Spellcaster - Rachel Pfiser
lily1018@aol.com

Sailfish District Spellcaster - Vacant

Treasure Coast District Spellcaster - Vacant

Indian River District Spellcaster - Tammy Conley
tammyconley16@gmail.com



2026 POPCORN CALENDAR

3rd Edition – July 2026

Tuesday, May 5thVIP Kickoff 6:30pm
 May 11th - May 29th Communications to ALL Units by District Executives

Saturday, July 11th:The Order of the Golden Kernel
Mastering Popcorn Training @ Tanah Keeta 9:00 am

Saturday, July 11th:First Day to Order and Sell Online!
 Saturday, July 11th:All Unit Commitments Due
 Monday, August 3rd Storefront Auto Assignment all units
 Wednesday, August 5th Storefront Claiming Opens

Friday, August 14th:Show & Sell (Storefront) Orders Due

Saturday, August 15th: The Great Popcorn Quest at Bush Wildlife Sanctuary
Calling All Wizzards @8:30 am

Wednesday, August 26th Popcorn Delivery to International Tile Warehouse, Palm City
 (Salifsh District) pick-up 3:00 pm - 5:00 pm

Thursday, August 27th:.....Show & Sell Popcorn Distribution (Pick-up) Friday,
 August 28th: Storefront Sales Begin

September 1st - September 29th:Unit-Hosted Youth Popcorn Kickoffs
Casting the First Sales Spells

Wednesday, **September 23rd: Mid-Orders (Storefront Resupply) Due**

Tuesday, September 30th:Unit Budgets, Calendars, Scout Kickoff Proof
Due to the District Executive

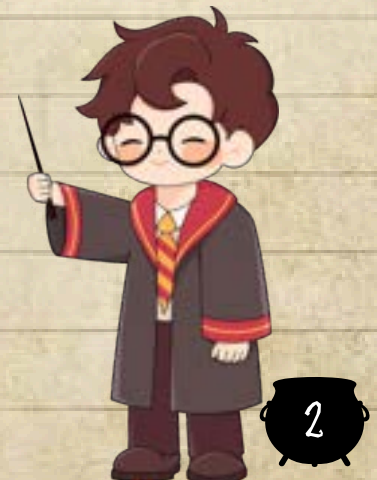
October 1st-3rd:Mid-Order Distribution (Pick Up)
 Friday, October 16th:Show & Sell Returns Deadline (Max 10%)

Wednesday, October 21st:Take Orders / Heroes & Helpers Due

October 27th-31st:Units Collect Outstanding Money from Families

November 5th-7th:Take Order Distribution (Pick Up)

Friday, November 6th - November 12thPayments Due



Unit Commissions

COMMISSION STRUCTURE	DESCRIPTION	%
Standard Commission for every Unit selling popcorn.	Base Commission	30%
Order of the Golden Kernel: Mastering Popcorn Training — In-person training led by the High Wizard of the Golden Kernel, with support from the Council Wizard of the Golden Kernel and District Spellcasters, equipping Unit Spellcasters for a successful popcorn campaign. Saturday, July 11, 2026 Tanah Keeta 9:00AM	Unit Spellcaster - Adult leader responsible for popcorn sales at the unit level	3%
Units must commit to participate in the popcorn sale by July 11. Each unit is required to submit a unit budget, unit calendar, and proof of their Unit-Hosted Youth Popcorn Kickoff (photos) to their District Executive no later than September 30.	Early Commit & Unit Items Due	3%

Unit Potential Commission 36% - the perfect spell

Storefront Reservations

VIP Designation and hours are assigned based on PY Total Sales

VIP Gold - \$60k+ Units All Hours Assigned

VIP Silver - \$30-60k Units • 100% of Hours

VIP Bronze - \$10k to \$30k Units • 50% of Hours

**All remaining Units can receive up to 25 hours preassigned by
Completing Unit Onboarding before July 30, 2026**



Publix Super Markets

Charities



2026 STOREFRONTS IMPROVEMENTS

WE'RE WORKING TO MEET YOUR NEEDS AND GOALS

- Convenient hours and locations on dates you can sell
- Number of locations you want per day
- Auto-release of unclaimed hours on Tuesdays
- Leaders can release unclaimed hours



**PLAN YOUR FALL FUNDRAISER
BY APRIL 15**

portal.trails-end.com

Trail's End.



Unit Spellcaster - Responsibilities

March - June

Commit to the campaign and serve as the unit's primary contact.

Attend The Order of the Golden Kernel - Mastering Popcorn Training in person.

Work with your unit committee to develop a sales goal. Encourage all sales methods (Storefront, Take Order, Online) and 100% participation.

Schedule your unit popcorn kickoff!

Encourage Scouts to sell online!

August

Join the "Gulf Stream Council Popcorn Kernels" Facebook group.

Submit your unit's initial storefront order by August 14th.

Schedule a time to pick up popcorn order(s). Assemble a team with multiple vehicles if placing a large order.

September

Hold a unit popcorn kickoff.

Submit all items to the District Executive to maximize the commission.

Discuss key dates, goals, sales techniques, and money collection safety suggestions.

Build excitement around the sale!

Ensure collected inventory is protected from the elements during the campaign.

October - November

Track current inventory based upon scheduled storefront hours and re-order as necessary

Promote Heroes & Helpers to your Scouts

Watch the Gulf Stream Council Popcorn Kernels Facebook group for challenges and promotions

Code of Conduct - Spellcasters & Wizards

Planning for a Storefront Shift

All storefront shifts must be reserved in the Unit Leader Dashboard prior to the sale. If two groups arrive at the same storefront, the unit with the officially reserved shift has priority and may proceed with setup. Please note that there are plenty of storefront reservations available, and units are encouraged to schedule ahead and review what has been assigned by TrailsEnd.

Units must ensure **Safe Guarding Youth Guidelines** are followed at all times, including no one-on-one contact and maintaining two-deep leadership during each storefront shift.

All Scouts are required to wear their official **Scout uniform while selling popcorn**. Registered adult volunteers accompanying Scouts should also be in uniform. Uniforms should be neat in appearance, with shirts tucked in.

During the Storefront Shift

All storefront popcorn booths must be set up 8-10 feet from the store entrance, or at the specific location designated by the Store Manager.

Units must always follow store rules and guidelines when selling on business property. Scouts may not obstruct customer entry or exit, and sales should be conducted in a respectful, unobtrusive manner.

At no time should Scouts or adult volunteers ask directly for money or donations instead of offering popcorn for sale.

All Scouts and adult volunteers are expected to use clean, respectful language at all times. Profanity, insults, taunting, play fighting, or any inappropriate behavior is unacceptable. Participants should always present themselves in a friendly, courteous, and Scout-like manner.

After the Storefront Shift

All cash donations or tips received during storefront sales must be designated appropriately and accurately recorded in accordance with council popcorn procedures.



2026 Product Line-up

Trail's End.

2026 Products

- We only sell popular products & flavors that consumers purchase and enjoy every day.
- Now featuring Scouting America and Scouts in action.
- No artificial colors or flavors.

OVER 70% STAYS LOCAL™

NEW FOUR \$20 PRODUCTS*

DESIGNED TO INCREASE CONSUMER PURCHASES!

SIMPLIFIES SALE FOR SCOUTS, LEADERS, AND CONSUMERS!

\$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



2026 Distribution Locations

DISTRICT	LOCATION	ADDRESS
Sailfish	International Wholesale Tile	3500 SW 42 Avenue, Palm City, FL 34990
Treasure Coast/Indian River	Southern Eagle Distributing Inc	5300 Glades Cut Off Rd., Fort Pierce, FL 34981
Lighthouse/ Everglades	Gulf Stream Council Office	8335 N. Military Trail, Palm Beach Gardens, FL 33410

The unit is responsible for all popcorn inventory once claimed at the distribution locations. Please take all necessary steps to ensure its safety from the elements during transport and storage before being sold.

Transfers & Product Replenishment

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 the unit receiving the product.

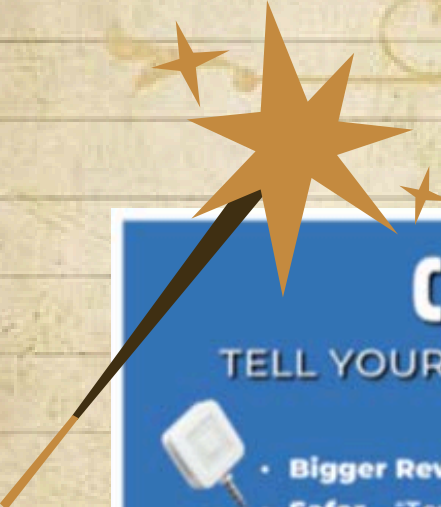
Please contact your District Spellcasters if you need assistance, if your unit has any additional products to offer, or if requesting a particular product.

We are also offering Pick-up hours at the Gulf Stream Council Office on Saturdays

**September 12th , September 19th , September 26th
October 3rd , October 10th , October 17th , October 24th , October 31st
November 7th**

9:00 am - 11:00 am





CREDIT SALES ARE BEST

TELL YOUR CUSTOMERS, "WE PREFER CREDIT/DEBIT!"

Trail's End pays for all credit card fees!



- **Bigger Rewards** - Earn 1.5pts per \$1 sold in the Trail's End App
- **Safer** - "Text to Pay" allows for socially distant payments! No cash handling!
- **Higher Sales** - Customers spent 27% more with credit cards vs cash in 2019
- **Hardware** - Accept credit/debit with Square readers or manual entry

When prompted, be sure to allow the app access to your device's microphone, location, and Bluetooth in order to accept debit and credit cards.

ONLINE DIRECT

Virtual Fundraising is safest for kids!



Safe for Kids
Fundraise from
the safety of
home.



Product Variety
Even MORE products
to choose from.



No Handling
Products ship directly
to your customers.



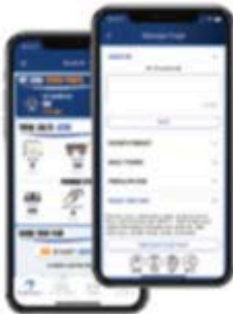
Trail's End Rewards*
Earn MORE when
you sell Online Direct.

*Council participation in Trail's End Rewards may vary.

HOW IT WORKS

TWO WAYS CUSTOMERS ORDER ONLINE DIRECT

VIRTUAL STORE



1. Share your fundraising page via email, text, or social media
2. Customers click your link to place online orders
3. Products ship to your customers

KID RECORDED



1. Record customer orders in the Trail's End App
2. Take payment (credit/debit only)
"Text to Pay" feature for socially distant payments!
3. Products ship to your customers

EVERYTHING YOU NEED TO KNOW ABOUT THE APP!
Text APPGUIDE to 62771 to learn more!



Return Policy

A maximum of 10% of your unit's initial order may be returned by October 16th. Please return any unsold product in its original case. Only full cases of similar product will be accepted.

No partial cases.

If you have damaged inventory, please email a photo of the damaged product to your District Executive or email it to the High Wizard of the Golden Kernel.

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 Trails End App, money from cash/check sales need to be collected.

Final Payment

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 between November 6th - November 12th.

Online sales and App transactions, including recorded Heroes & Helpers donations can significantly reduce or eliminate your unit's balance due. Any invoices with a negative or zero balance by November 15 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 "Gulf Stream Council". All units submitting payment on or before November 7th- 12th are considered "paid on time".

Excess payments to the Gulf Stream Council will be deposited into the unit's escrow account.



Trail's End Rewards

Once the final payment is received and reflects a zero balance due to the Gulf Stream Council, Unit Kernels may submit rewards orders through the Unit Leader Portal.

Make sure you Scouts have a parent's email address on their account!

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*

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.**

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.



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

Trail's End Rewards earned in 2026 must be claimed by March 31, 2027. All rewards and promotions are subject to Terms and Conditions. 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.

Council Incentives - Scouts

Council Top Seller

The Scout with the highest popcorn sales in the Gulf Stream Council will be awarded a \$500 Amazon Gift Card. To qualify, the Scout must have at least \$5,000 in recorded sales.



District Top Seller

The Scout with the highest popcorn sales in each District will be awarded a \$100 Amazon Gift Card. To qualify, the Scout must have at least \$2500 in recorded sales.



FREE Week at Summer Camp Certificate

Scouts with a minimum of \$3,500 in recorded sales will be awarded FREE registration to any one of our 2027 Summer Camp Opportunities:

Scouts BSA Summer Camp, or Cub Scout Day Camp @ Tanah Keeta

Scouts may attend any week that fits their schedule (Scouts BSA only).

Award covers base registration only and does not include fees for merit badge classes or offsite excursions.

\$2000 Club "Wizard Level- Master."

Wizard Level: Master (\$2,000 Club): Sell \$2,000+ to earn a \$40 Scout Shop gift card and a special Council Shoulder Patch.

Popcorn Campaign Patch – Your First Spell

Campaign Patch: Earned by all Scouts with \$40+ in recorded popcorn sales—every Popcorn Wizard begins here!

Sales Challenges: Sales recorded August 28–September 7 are automatically entered into a \$25 Amazon Gift Card drawing. Additional challenges, including Wizard BINGO and Cast a Spell Across the USA, will follow.

Council Incentives - Units

Unit Camping Certificate

75% Participation - Awarded to units with an average sale of \$400 per Scout based and 75% unit participation on the roster dated August 1, 2026. Certificate covers campsite fees at Tanah Keeta Scout Reservation or Camp Oklawaha only and cannot be used at Council or District events.

VIP Popcorn Kickoff

Kernels from this year's Top 15 selling units will be invited to a special VIP event to get a sneak peek at the 2027 Popcorn sale!

2026 Patches



Scout Sales Patch \$2,000+

Youth Kickoff Patch Scout Participation Patch \$40+

Popcorn Kernel Patch

Given at Council Kickoff

2026 New Incentives

Water Bottle - Scout that Raise \$750+

Back Pack - Scout that Raises \$1,500+



The Magic Million Challenge



If Gulf Stream Council's popcorn sale reaches \$1,000,000 in gross sales, all committed and participating popcorn units will be invited to an exclusive wizard-themed celebration at Tanah Keeta Scout Reservation in January 2027!

2025 Popcorn Campaign Review

Top Selling Scouts

Michael P., Troop 811 \$10,787.86
Singman C., Pack 335 \$10,168.50
Christian J., Pack 224 \$8,545.56
Jesse S., Troop 811 \$6,147.02
Cassandra B., Troop 155 \$5,755.50
Noah P., Troop 475 \$5,559
Lukas J., Pack 712 \$5,369

Top Selling Units

Pack 125 \$87,745
Pack 712 \$40,038
Troop 811 \$39,152
Pack 335 \$39,152
Troop 155 \$33,140
Pack 822 \$27,400
Pack 365 \$24,921

Top Units By Sales Growth (2024 VS 2025)

Unit	Total Sales 2025	YoY \$ Change	YoY % Change
Pack 335	\$24,072	\$19,008	20%
Pack 402	\$10,797	\$10,252	66%
Troop 155	\$26,696	\$6,594	25%
Pack 595	\$25,641	\$6,066	24%
Pack 208	\$6,784	\$5,968	88%
Pack 448	\$11,975	\$5,667	47%



UNIT SALE ONBOARDING 2026

Trail's End®

HEAD TO PORTAL.TRAILS-END.COM, LOG IN, AND CLICK "PLAN FUNDRAISER"

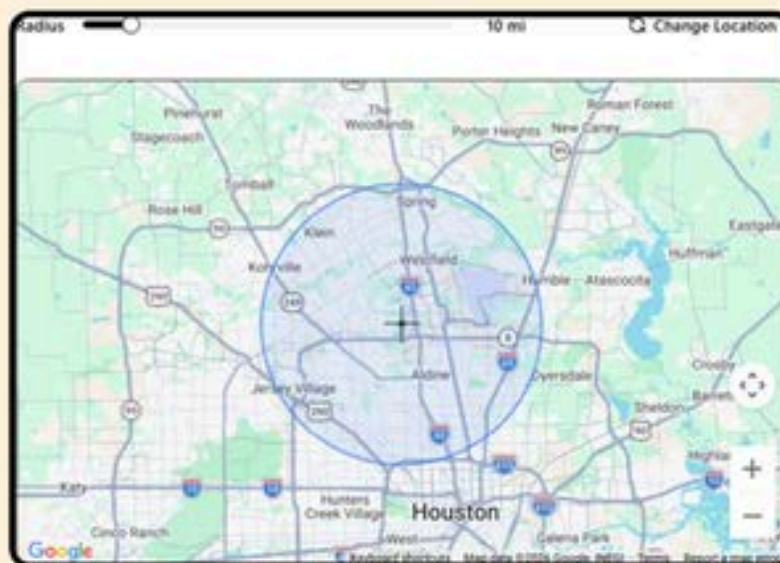
PLAN YOUR FALL FUNDRAISER

☐ **FOLLOW THE ONBOARDING STEPS. SIGN UP FOR THE SALE!**

☐ **CREATE YOUR SALES GOAL.**

 I Know My Sales Goal Enter your goal here if you know what you're trying to sell this year. \$ 20,000 Expected Fundraising Total \$8,000 Set Goal	 Help me set my goal If this is your first time selling popcorn or you need some help establishing your unit's budget, use the Trail's End Adventure Plan to help. Build Adventure Plan
---	--

☐ **SET YOUR STOREFRONT SETTINGS.**



☐ **FINISH YOUR UNIT SETTINGS AND SUBMIT!**

Fund Your Adventures!

TE UNIT PORTAL





Who's Who - Popcorn Realm

Welcome to the Wizarding World of Popcorn.

In this campaign, each leadership role has been reimagined as part of a shared popcorn realm—where staff provide structure and support, volunteers lead the quest, and youth are the heroes of the story. The Who's Who guide outlines how each role fits into the adventure, clarifying responsibility, support, and leadership at every level. While the theme adds fun and imagination, the purpose remains the same: working together to deliver a successful, Scout-led popcorn campaign.

Council Staff Leadership

High Wizard of the Golden Kernel – Council Staff Lead

Deputy Wizard of the Golden Kernel – Council Staff Support

Council Wizard of the Golden Kernel – Council Volunteer Lead

District Popcorn Quest Guides – District Staff Support

District Spellcasters – District Volunteer Lead

Unit Spellcasters – Unit Popcorn Kernels

Popcorn Wizards – Youth Sellers



Essential Gatherings of the Popcorn Realm

Order of the Golden Kernel: Mastering Popcorn Training

An in-person training led by the Council Wizard of the Golden Kernel. This session equips Unit Spellcasters with the tools, expectations, and best practices needed for a successful popcorn campaign.

Date: Saturday, July 11, 2026

Time: 9:00 AM

Location: Tanah Keeta

Important Attendance Requirement

The Unit Spellcaster—the adult leader responsible for popcorn sales at the unit level—must attend this training in person for the unit to be eligible to earn the additional 3% unit commission.

- This training is in person only
- There will be no district-level popcorn trainings offered in 2026
- Attendance at this session is essential for unit success and incentive eligibility



The Great Popcorn Quest

The Youth Popcorn Kickoff returns and is now open to all Scouts. This council-wide event is designed to prepare our Popcorn Wizards for a successful popcorn campaign by building confidence, excitement, and foundational selling skills through a fun, youth-focused experience. Adult leaders are encouraged to promote this event to families and support early registration.

Saturday, August 15, at 8:30 AM

Bush Wildlife Sanctuary | 17855 Rocky Pines Rd. | Jupiter, FL 33478.

Participation is limited to 100 youth, with one Scout and one parent/guardian per registration. Advance registration is required, and all Scouts who attend will earn a commemorative patch. We encourage carpooling as parking is limited.



The "No Backfire" Spell Checklist



- ☐ Saturday, July 11th - Attend the Order of the Golden Kernel Mastering Popcorn Training at Tanah Keeta, 9:00 AM, in person to earn 3% additional commission.
- ☐ Saturday, July 11th, Unit Commitment has been completed. 2026 Encourage Scouts to start selling online
- ☐ Saturday, August 16th, Encourage Scouts/Families to attend The Great Popcorn Quest at Bush Wildlife Sanctuary at 8:30 AM
- ☐ Thursday, August 27th, Show & Sell Popcoron Distribution (Pick-up Popcorn)
- ☐ September 1st - 29th, Casting the First Sales Spells - Unit Hosted Youth Popcorn Kickoff
- ☐ Tuesday, September 30th - Unit Budgets, Calendars, Kickoff Proof to the District Executive to earn an additional 3% commission.
- ☐ Check in with families/scouts on inventory and cash management
- ☐ Friday, November 6th, Close out Campaign



- ☐ Follow the Gulf Stream Council Popcorn Kernels Facebook Page to stay in the know