

### **Basic Info**

Table of Contents Page 2
Why Participate? Page 3

### **Planning**

**Key Dates** Page 5 Before the Sale Page 6 The Three Sales Page 7 Commitment Page 7 Kernel Checklist Page 8 **Building Your Team** Page 9 Unit Kickoff Page 9 Merit Badge Potential Page 10

# Selling Strategies & Tips

Selling Strategies Page 12
Sample Selling Script Page 14
Objections during Sale Page 15

### Marketing Your Sale

Tips for Making Sales Pop Page 17
Geo Fencing Page 18
Food Truck Marketing Page 19

### Products, Prizes, Commission

Product Mix Page 21
Commissions Page 22
Prizes Page 22

### Ordering & System Guides

Popcorn Ordering	Page 24
Invoices	Page 24
Pick Up	Page 24
Inventory Tips and Tricks	Page 25
Register Your Scouts (Popcorn)	Page 26
Phone App	Page 30
Take Orders via Cash/Credit	Page 31

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### Facebook Group

https://www.facebook.com/share/Hv3pP4serC HCxjsK/

### Website



https://www.buckskin.org/popcorn/

# Why Participate?

The annual product sale remains an excellent opportunity for Scouts and units to fund their entire Scouting program for the year. When participating, Scouts gain self-confidence, people skills, money management, salesmanship, and business ethics – things that help prepare them for life! These are great values and skills for youth to learn.

#### **Builds and Improves Confidence**

Mastering the art of public speaking empowers Scouts to view themselves in a different, more positive light. It helps them learn practical communication skills, ultimately boosting self-confidence and other soft skills. Having a positive self-image enables Scouts to talk more easily and naturally, which will help those who are inherently shy in nature. Once your Scout starts public speaking, they will feel like they are delivering value to their audience, which in turn helps them develop faith in themselves and provides a sense of pride in their work.

#### **Develops Leadership Qualities**

Public speaking helps Scouts understand the importance of standing up for what they believe in and how to speak their minds without hesitation or fear. Having that understanding is essential in developing leadership qualities in your Scout. A Scout who believes that they can lead their peers from a young age, who are confident in expressing themselves, and feel comfortable talking in front of others build strong governance skills early on.

#### **Creates Understanding of Value of Money**

Children don't always understand the value of money when they do not have to earn it themselves and see how they spend it. Product sales allow youth to set a goal, work to achieve it, overcome obstacles, and gain a basic sense of managing their finances before they have to do it as an adult.

#### **Enhances Academic Performance**

It challenges Scouts to think on their feet and develop an analytical mindset toward problem-solving. Plus, it teaches them how to be assertive in their beliefs but politely and authentically. It also teaches them about empathy and active listening, to appreciate other peoples' perspectives and points of view, and to learn from those experiences. Teaching your child public speaking is perhaps one of the best ways to prepare them for a better future. A huge component of public speaking is learning how to overcome fears. Additionally, it teaches your child skills such as critical thinking, broadens their self-awareness, and enhances their social connections, which are all vital to us as we get older.

#### **Teaches BSA Values**

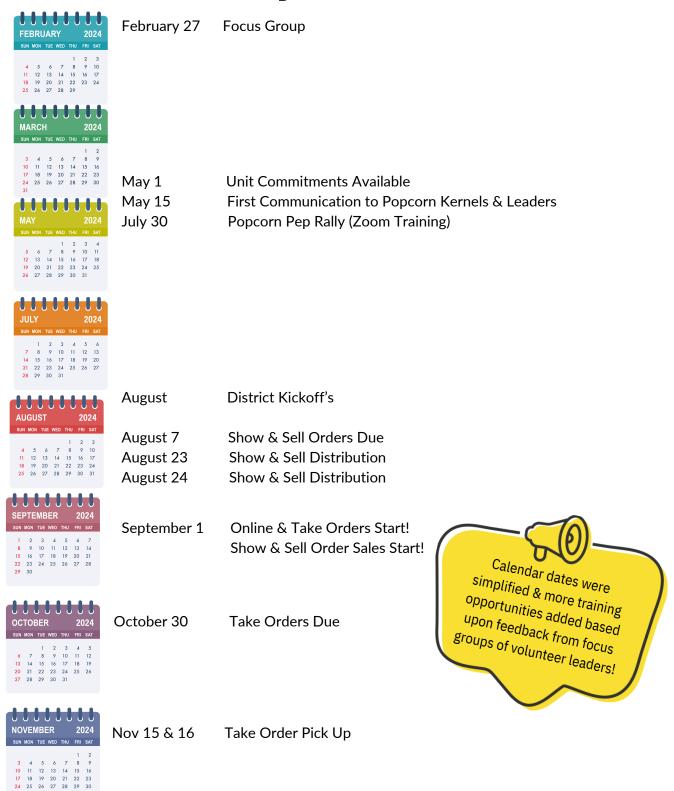
One of the methods of Scouting is to create adult association. The product sale is a safe way for a parent and Scout to meet neighbors, community leaders, and strangers in a safe way and learn how to communicate effectively. Scouts gain practical experience in following the twelve points of the Scout Law, most notably trustworthy, friendly, courteous, kind, cheerful, and thrifty.

Supports Camp Buckskin Council & Camping Operations at Camp Arrowhead and Camp Kootaga

Did you know it costs nearly \$1.7 million dollars to operate camp and the council annually? Zero dollars are raised through membership dues or taxes. All of it is raised through diverse revenue streams including activity fees, product sales, Friends of Scouting, and grant writing. Participating in the fall product sale helps us offset the cost of operating Camp Arrowhead and Camp Kootaga year-round and ensures we have membership recruitment resources, resources and support for volunteer recruitment and training, and maintain a local presence with the service center in Charleston and Scout Shops in Huntington and Parkersburg.



# **Key Dates**





## **Before the Sale**



#### **KEYS TO SUCCESS**

- Program planning is the first step for successful Scouting and for goal setting. This should take place during the summer before fall recruitment.
- Don't wait until the last minute to find your unit's Popcorn Kernel! Volunteer recruitment, engagement and accountability are important in a successful popcorn sale.
- It's important to have a little fun. Make sure your fall kickoff is fun, motivating and meaningful!
- Be sure your goal is customized to fit your unit's needs.

#### RECRUIT A KERNEL

The Popcorn (and Peanut) Kernel oversees operations of the Unit's sale. This is an important leadership role within the Unit. This volunteer ensures distribution, promotion, reporting and payments for Unit's entire sale period. They also work closely with their Unit committees and District Volunteers.

#### What does the Job Entail?

- Encouraging Scouts to Earn Their Way
- Developing the Overall Sale Strategy for the Unit
- Establishing Relationships with Community Businesses
- Helping Parents Support Their Scout
- Guiding the Unit's Progress to Their Sales Goal
- Gathering and Distributing Important Information
- Running Logistics for Product and Sales Earnings
- Rewarding Scout Efforts with Great Prizes
- Hosting an EPIC Unit Kick Off Celebration

#### SET A GOAL

- Set a unit goal (2%-5% increase)
- Set a per Scout sales goal
- · After sharing the goal, highlight what the unit goal pays for and how that benefits each Scout
- Remind scouts and parents of the Unit and Per Scout goal throughout the sale.
- Reward Scouts for achieving the Per Scout Sales Level.
- Encourage all Scouts and families to participate and achieve the Per Scout goal.
- Develop unit incentives to encourage Scouts and families to sell.



Dates on Page 7!

#### **Learning Objectives:**

- Understand the benefits of the fall product sale for your unit and the Buckskin Council
- Understand how to plan, execute, and evaluate a fall product campaign
- Know how to order, manage inventory, and close out the sale
- Know what resources are available in print, online, and in person
- Know how to motivate and incentivize your Scouts
- Have an understanding of the available products
- Build Enthusiasm



# The Three Sales

#### **Show and Sell**

This method is a lot like an "old school" lemonade stand. Your unit gets permission to have a booth in a high visibility area and your Scouts sell actual popcorn/peanut product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/families into shifts so that everyone takes a turn. Talk with local stores to set up a time to sell. Old Hickory will have additional opportunities for units to sign up for in the fall.

#### **Take Orders**

This method involves Scouts going door to door to take orders for popcorn and peanuts. Research shows that about 3 in every 5 doors knocked on will result in a sale. This method is also preferred for mom and dad's coworkers and close friends and relatives to whom it will be easy to deliver the product at the end of the sale. Scouts take orders using a paper order form and deliver the product at a later date.

#### **Online Orders**

Scouts can share a personal link for customers to purchase Camp Masters popcorn. Customers pay online and receive the product in the mail. Scouts can sign up at www.campmasters.org .

# **Commitment**

We encourage every unit who is selling to visit www.buckskin.org/popcorn or scan the QR code to fill out the 2024 commitment form.

We will collect the contact information for your units point of contact(s) and ask you which sales you have interest in participating in. Selecting these options does not lock you in. We encourage you to select the box if you haven't reached a final decision. Setting up additional options on the order due date is discouraged.

#### Filling out the commitment form has four main functions:

- 1) It ensures you have access to the online system for popcorn.
- 2) When a critical deadline approaches (such as ordering product) we use this list to determine who has not placed an order and provide reminders and support to Kernels to ensure unit orders are not omitted. Reminders will be provided at other times as well.
- 3) Allows us to ensure you are receiving communications in the Courier and have an invitation to the Facebook Group.
- 4) Allows us to do some pre-work with logistics planning so we can have due dates as late as possible for your convenience.



Scan to Sign Up!





#### My #PopcornSquad

#### **District Kernel**

Phone Email

#### **Assistant Kernel**

Phone Email

#### **Kickoff Kernel**

Phone Email

#### **Show-N-Sell Kernel**

Phone Email

#### **Pickup Kernel**

Phone Email

#### **Prize Kernel**

Phone Email

#### **Communications Kernel**

☐ Celebrate!

Phone Email

# **Kernel Checklist**

	Attend Popcorn Trainings									
	Plan Annual Scout Program (w/ Unit Commitee)									
	Review Commission Structure & Prizes									
	Determine Additional Unit Prizes									
	Set Budget for Program									
	Recruit Your #PopcornSquad									
	Update Scout Roster (w/ Membership Chair)									
	Direct Scouts to Self-Register or Update Bio									
	Determine Per-Scout Fundraising Goal									
	Create Unit Timeline for Popcorn Sale									
	Establish Guidelines for Popcorn Pickup, Returns &									
	Money									
	Confirm Show-N-Sell Locations & Times									
	Prepare / Update COVID-19 Guidelines									
	Place Unit Popcorn Order									
	Host Unit Kickoff Meeting									
	Prepare and Distribute Handouts									
	Share Tips & Ideas for Selling Popcorn									
	Provide Selling Incentives & Games for Scouts									
	Coordinate Pick Up at Warehouse									
	Encourage Scout & Parent Participation									
	Share Selling & Marketing Strategies									
	Help Scouts Share Their Online Selling Link									
	Place Final Popcorn Order									
	Order and Distribute Prizes									
	Remit Product Payments to Council									
	Contact District Kernel as Needed for Assistance									

Don't forget to look at

page 7 for all of the dates for the sale!

# **Building Your Team**

Your #PopcornSquad includes (based on your Unit and District Size):

- District Popcorn Kernel Your right-hand in all things popcorn & peanuts
- •Unit Committee Members Help you develop the plans and budgets
- Assistant Popcorn Kernel Your left-hand in all things popcorn & peanuts
- Kickoff Kernel Your party planning partner
- •Show-N-Sell Kernel Your logistics coordinator (preferably with a truck!)
- Pickup Kernel Your warehouse watchdog for product inventory
- Prize Kernel Your fun-lovin' prize patrol buddy
- •Communications Kernel Your social media/email master spreading popcorn & peanut love

As exciting as these position titles are, people tend to be more receptive when asked to execute a specific task, not just serve a role in the popcorn sale. When asking for help, be sure to say what you specifically NEED help with and how much time you think it will take them.

#### Tip

For example, instead of: Hey Sarah, will you volunteer as Kickoff Kernel this year? Ask: Hey Sarah, your creativity and crafting skills are top notch. Would you help me with decorations and games for the Popcorn Kickoff? I'm thinking it will take us about 5 hours in planning and decorating day of, plus whatever time you'd estimate for creating them.

# UNIT MICHOFF CHICKLEST

LOGISTICS	ATMOSPHERE	CONTENT
Location	Theme Games &	Media Printed Materials - Training videos - Family Guides
Date & Time - Send invitations!	Music	- Motivational videos - Program Calendar - Parent Handouts - Unit-Specific Literature
Recruit Help	Decorations	Product Samples Rewards / Incentives

#### SAMPLE KICKOFF AGENDA

**Grand Opening (5 mins):** Play music, dim the light and have fun!

Share your Scouting program & promote upcoming adventures (10 mins): Make sure families understand the benefits of selling popcorn & peanuts and how it pay for their program. Highlight key dates that are important to the sale

**Train your Scouts (10 mins):** Explain the different ways Scouts can sell: Show-N-Sell, Online, & Take Order. Digital Take Order and online at CAMPMASTERS.org

**Showcase your Scout Rewards (5 mins):** Introduce your unit incentive program, including the CAMP MASTERS High Achiever program.

Big Finish (2 mins): Have top sellers from last year spray the leaders with silly string! Send everyone home motivated to sell.

Keep it FUN! Keep it MOVING! Keep it SHORT!



# **Merit Badge Potential**



#### ART:

For requirements 2, 5, and 6, produce a CAMP MASTERS Popcorn poster for local display, using pen and ink, watercolor, pencil, pastel, oil, tempera, acrylic paint or marker.



#### CINEMATOGRAPHY:

For requirements 1 and 2, create a storyboard for a video designed to show Cub Scouts how to sell CAMP MASTERS Popcorn.



#### COMMUNICATIONS:

For requirement 1, show your counselor how you would teach others to sell CAMP MASTERS Popcorn. Then, play the roles of customer and Scout, practicing selling techniques. For requirement 2, make a popcorn sales presentation for your counselor.



#### ENTREPRENEURSHIP:

With Council permission, use your own management of the CAMP MASTERS Popcorn sale to meet many of the requirements for this badge such as 3, 4b, 4d and 6.



#### **GRAPHIC ARTS:**

For requirements 2, 3, and 4, design a poster for use during the popcorn sale, and follow the various steps described for ONE of the printing methods to produce copies of the poster.



#### JOURNALISM:

For requirements 2a or 2b, create a newspaper story or radio news announcement reporting on your Troop's participation in the CAMP MASTERS Popcorn sale.



#### PHOTOGRAPHY:

For requirements 2b, take photographs of CAMP MASTERS Popcorn, of Scouts selling, and of other activities related to the sale, and arrange the prints, with captions, to tell a story of the sale.



#### PUBLIC SPEAKING:

For requirement 1, prepare and give a speech to a Cub Unit describing the benefits of popcorn sales to the Troop. For requirement 2, prepare and give a speech to a Cub Unit describing the steps to a successful popcorn sale.



#### SALESMANSHIP:

With Council permission, use the meetings, practices and procedures of the annual CAMP MASTERS Popcorn sale to meet many, or all, of the requirements for this badge.



#### TRUCK TRANSPORTATION:

For requirement 10, describe what kind of truck would be needed to ship popcorn from the Ramsey plant to your Council, tell how the popcorn would be packed, estimate the time for the trip, and explain what would be the best way to unload the shipment.



# **Selling Strategies**

#### DOOR-TO-DOOR:

**aka Wagon Sales** – One of the most effective sales methods! In this case, a unit signs out product to a Scout who takes it throughout their neighborhood, selling as he goes. Product is brought along (in wagon or vehicle), making it a quick and easy process for the customer. So, it is like a mobile show & sell booth. Units should order for this as part of their show & sell order. A large percentage of homeowners say that no Scout has ever come to their door, missing this great opportunity. If the desired product is not on hand, an order can be taken and product delivered later, but you don't have to make the return trip back to houses! You bring along the product as you sell it door-to-door. When a sale agreement is reached, the Scout goes to the car or wagon, gets the product and delivers it on the spot while the customer pays. If the desired product is not on hand, the Scout uses the Take Order method and returns with the ordered product later. To participate in Show and Deliver, you need to order Show & Sell popcorn.

#### **Super Triangle**

Have your Scouts complete the SUPER TRIANGLE! The SUPER TRIANGLE is the 15 neighbors that surround their home. Make a triangle from your home by selling to the first 4 neighbors down, cross the street and sell to 7 houses back toward your home, cross back to your side of the street and stop by 4 neighbors on your way back home. Find a simple prize to encourage your Scouts. We've seen tremendous success from units who just have each Scout do this simple task.

#### **Neighborhood Blitz & Blitz Day**

A Blitz Day is an organized day for a group of Scouts to go out selling in a specific area together. Scouts have fun with their friends as they travel to a neighborhood. A neighborhood can be covered very quickly with several Scouts each going door to door.

#### **Helpful Sales Suggestions:**

- •First Start a conversation: Instead of saying "Do you want to buy some popcorn?" Instead ask, "Do you like popcorn?" This will quickly led to a broader conversation.
- •Qualify your lead with open-ended question: "What kind of popcorn do you like?" The Scout has already established that I like popcorn, but then they needed to find out more about my underlying needs—did I like caramel corn, cheese popcorn, or what?
- Ask for the sale

#### **Try This:**

Scout: "Do you like Popcorn?" Customer: "Well, yes I do!"

Scout: "What is your favorite kind of popcorn?"

Customer: "I like caramel corn and white cheddar."

Scout: "Well you're in luck. We are selling BOTH of those. Would you like to support me in Scouting by

ordering some of your favorite popcorn right now?"

#### **CORPORATE SALES:**

There are many ways to sell popcorn to business. Some businesses will allow you to sell to their employees; some will let you post an order form in a lobby or breakroom. Focus on companies who give out year-end holiday gifts to employees or customers.

# **Selling Strategies- Continued**

#### **SHOW AND SELI**

This method is a lot like an "old school" lemonade stand. Your unit gets permission to have a booth in a high visibility area and your Scouts sell actual popcorn product there on the spot. This method has been highly effective for many units. A unit can plan a Show & Sell day and split Scouts/families into shifts so that everyone takes a turn. Talk with local stores to set up a time to sell.

#### **STEPS TO SUCCESS**

**Identify Locations** – Look for high traffic locations with good visibility for potential customers to find you. Great spots might include stores, parking lots, movie theaters, shopping centers, ball fields, after church on Sunday, or your chartered organization!

**Initiate conversation with location** – Contact the desired establishment where you would like to have a Show & Sell location in a high traffic area in front of the store. If they won't allow a sale in front of the store, see if you can do a Drive Thru Sale in the back of the parking lot!

#### **POP UP SHOPS: A Neighborhood**

Encourage Scouts to set up a local Show & Sell type stand in their driveway or another location in their neighborhood. This is similar to a lemonade stand, where interested customers can come and purchase if interested!

**Marketing & Promotio**n –Be sure to let everyone in the neighborhood know you are selling, when, & where. **Social Media** –Utilize social media apps like Next Door or Facebook to market the sale.

Yard Signs-Set out signs directing potential customers to your Pop-Up Shop, like promoting a Garage Sale.

#### **DRIVE THRU BOOTH**

The best thing to come out of the last couple of years is curbside pick-up. Hosting a drive-thru event so people can buy popcorn from the convenience of their cars, is the perfect opportunity to sell to folks who feel the same. The drive thru sale plan can be done anywhere. By asking retail locations, your chartered organization, or other venues to provide space in the parking lot where customers can drive up, place and receive an order, then drive away, you can provide convenience and a low-pressure option to customers.

#### **Other Tips & Tricks**

- •Have customer remain in vehicle
- •Utilize the door hanger for the customer to write down their order or create a simple order form
- •Keep stock of popcorn on table to limit & only pull-out product requested by customer
- •Encourage cashless transactions if possible
- •Assign jobs for the entire day (i.e., 1 person is handling money, 1 is handling product)
- •Make a poster to show unit's sale goal and update throughout the day.

#### **ONLINE DIRECT**

- •Safe for Scouts fundraise from the safety of home
- •No handling of products or cash all credit.

#### **HOW DOES ONLINE DIRECT WORK FOR POPCORN?**

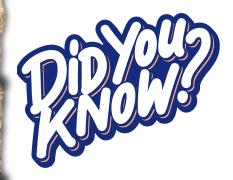
Two Ways Customers Order Online Direct.

- 1. Virtual Store Scouts share their fundraising page via email, text or social media.
- 2. Scout Recorded Record customer orders directly on the Scout's phone (Credit/debit only). CAMP MASTERS ships products to customers, and unit never handles products or cash.

# Sample Selling Script

Tip: Use your order forms from last year to ask repeat customers!

"Hello, my name is	_ and I'm with Pack/Troop I am trying
to earn my way to	and support our camp programs. I have many
DELICIOUS flavors of popcorn	and is my favorite because
! Can I count on y	our support to help fund my adventures?"



#### **Selling Tips**

ALWAYS wear your uniform
Practice your sales pitch and role play with other Scouts
ALWAYS smile and introduce yourself
ALWAYS tell your customers why you are selling popcorn
KNOW the different kinds of popcorn you are selling
ALWAYS say "Thank You"
ALWAYS make a copy of your order form
ALWAYS have a clean order form with a pen
The MORE you ask the MORE sales you have!
BE SURE to get customer email addresses to send them a
"Thank You" email after the sale,
reminding them they can re-order online.

#### **Safety Tips**

NEVER enter anyone's home
NEVER sell after dark unless you are with an adult
DON'T carry large amounts of cash with you
ALWAYS walk on the sidewalk and driveway
ALWAYS sell with another scout or with an adult



# **Objections at the Point of Sale**

The key to objection handling is being proactive about dealing with them. Most of us know the objections Scouts will face on a day-to-day basis during fundraising. Scouts should identify them, come up with specific approaches and responses to each of them and then test to see which ones work best.

#### I cannot eat popcorn...

That's ok. You can still support us and the military by sending popcorn to troops overseas. Popcorn also makes a great gift for someone else. We also have chocolate covered pretzels that you may like. Which one works best for you?

#### Popcorn is not healthy...

Many snack foods have lots of fat, but many of our products have less than half the calories of potato or corn chips, plus popcorn is high in fiber! Which one would you like? Suggest the Gourmet Purple Popping Corn Jar. This gourmet popping corn is delicious and contains antioxidants, has virtually no hulls, and tastes great.

#### The price is too high...

The price is about the same as buying popcorn at the movies, however, 73% of the cost is going to help our Scouting program, so you can feel good about buying and helping. Think of it this way: you are donating to Scouting and this popcorn is your thank-you gift. Which one would you like?

#### We already bought popcorn...

Great! Thank you! After trying the product, many of my customers find that they would like to send some to family, friends, or to military members overseas. Do you have someone in mind that would like some delicious popcorn?

#### I don't have any money on me...

That's ok. We take all major debit and credit cards. Which one would you like?

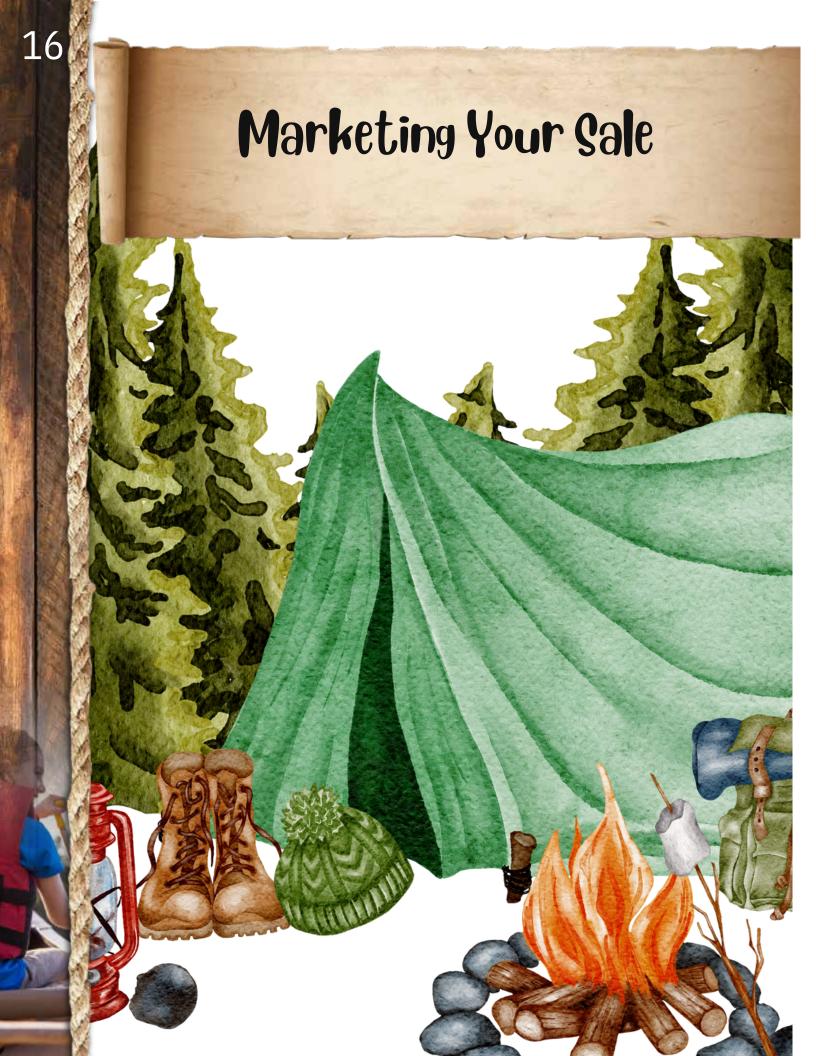
#### I am allergic...

I'm sorry to hear that. Would you consider sending some popcorn to military members overseas? You can support both Scouting and the military that way.

#### I don't support the Scouts

Thank you very much for your time. I hope you have a good day.

Be proactive about handling objections



**SELL SELL** - Keep Scouts motivated! Do one fundraiser per year and do it well! Some ideas to keep Scouts motivated: arrange den/patrol competitions, continuously share what prizes and incentives are available at each sales level, remind parents about how the popcorn sale pays for their program, and give regular updates on your unit's progress towards your sales goal.

**FIND A HOOK:** Make the sale fun. Have adults dress up in costume, cook and give out free hotdogs, silly signs, pictures of Scouting events, have a good popcorn cheer, be a little silly and fun, have a "game" a customer could participate in.

**CREATE A GOAL:** Units that have a written down and expected goal sell more. Scouts who either have a goal assigned by the unit OR one they've selected sell MUCH more.

**INSPIRE COMPETITION:** Award a special prize to the Den or Patrol that has the highest average sales per Scout, award trophies, or ribbons to the Individual Sales leaders in each Den or Patrol.

**USE YOUR TEAM:** Assistant Kernels, Den Kernels (Cub Scouts) or Patrol Kernels (Scouts BSA). Make them responsible for communication and "energy" of the sale in their respective Den or Patrol. They keep track of their Scouts' weekly sales and use that info for weekly prizes (your unit offers those!). They also check out popcorn for Show and Sells and collect forms & money when Take Orders are due. They balance and double check it all before giving it to the Unit Kernel.

HAVE ORGANIZED NEIGHBORHOOD CANVASSING OR "BLITZ": Days where Scouts meet together with their leaders and product to sell and divide up streets in the neighborhood for each den or patrol. Divide and conquer!

**DECIDE IN ADVANCE HOW YOUR UNIT IS GOING TO DIVVY UP SALES:** Either give each Scout an equal share or pro-rate on a time basis.

#### HAVE UNIT LEVEL REWARDS THAT COMPLEMENT THE REWARDS FROM CAMP MASTERS:

Some ideas: gift cards for top seller or top den(s)/patrol(s), pie in the CM/SM face, free camping trip, dues refunded, special unit activity if they sell above X dollars, free pizza party for the highest selling den, etc. Find freebies at local stores such as free oil change, free massage, free day spa, etc. for the parents! Parents who are motivated will get their scouts selling.

**TRAIN THE SCOUTS:** set aside part of a Pack or Troop meeting to train the Scouts on their sales pitch, how to deal with all types of potential customers, teach them how to "ask for the business/order," etc. Take some time to "role play" and have the Scouts practice in front of the group. Give them the skills that will inspire confidence.

CHEER THE PROGRESS: send weekly updates about your unit's sales progress, celebrate the successes and big sales, monitor and measure your sales each week and chart your progress publicly............... and praise the Scouts that are excelling in their sales efforts.

MAKE IT FUN: the Scouts that have the most success are the ones that view this as a FUN way to earn and win cool prizes, help their Pack or Troop and have some friendly competition with their fellow Scouts. Leaders should make sure to create a fun and supportive environment that rewards sales success while supporting every Scout's efforts regardless of their sales.

COMMUNICATE WITH SCOUTS AND FAMILIES OFTEN: Check up on how they are doing, keep them informed of the great prizes and unit incentives. These should not be high pressure emails, just updates and reminders.



# **GEO- Fencing: Facebook**



Geo-fencing is a tool on Facebook to help your unit advertise your Popcorn Site Sale in your area, and to boost the awareness of your Unit's activity within your community. To guarantee advertisement success, please follow the steps below.

**Step 1: Create a Community Facebook page.** There are different kinds of pages on Facebook. There are also pages for businesses and organizations which have a broader set of tools. Community pages are ideal for Scouting units and councils. These pages have calendars and communications tools that allow them to create and promote events and reach a broader audience.

To create a 'Community' nonprofit page, use the link: https://www.facebook.com/pages/create and select the box on the top row, center column titled Company, Organization, or Institution, and follow the prompts.

**Step 2: Create an event.** Once your page is up, create an event. The event could be for a Popcorn Site Sale, an open house, joining night, outing, fundraising event, or any other occasion.

For instructions on creating an event, use the link or scan the QR Code: https://www.facebook.com/help/210413455658361?helpref=about\_content

Step 3: 'Boost' the event. 'Boosting' means paying money to have your event seen by a broader number of people. (Think advertising.) For your Site Sale, it is best to geofence your event around the actual location of your Site Sale. You can 'boost' your event for as little as \$2/day and up to 21 days prior to your event.

For instructions on creating an event, use the link or scan the QR Code: <a href="https://www.facebook.com/business/help/347929565360250">https://www.facebook.com/business/help/347929565360250</a>

We suggest using the following parameters for your event, but feel free to adjust them as appropriate for your event or area.

Gender: Both Male and Female

Age: Adults 33-49







# **Food Truck Marketing**

#### Do Some Online Research

Ever wonder how pop up food truck vendors are so successful? They use ALL of their resources and we can learn a good deal from their marketing strategies. Do an online search for "food truck marketing" to find dozens of hints, tips, tricks, and social media post examples that can save you time. You can also use a safe Al search to help you craft your own plan too!

### Social Media your Location & Products

Post on your pack, troop, personal, or parent's Facebook pages of where you're going to be! Videos tend to get more watches than simple pictures. Always post the location, time, and make sure you have a call to action such as "Get it while we're here!"

#### Attend Festivals and Events

There are many parades, social outings, ice cream socials, community events, pumpkin patches, and more throughout the fall! Take time to go where the people are and set up a show and sell table to get your name and product out there! Be sure to tag the host on social media to give them extra appreciation and exposure.

### Do Delivery

Ever wonder why Uber Eats and Grub Hub are successful? They capitalize on the notion that people live busy lives and make things easier with delivery!

### **Create Returning Customers**





Company	Item	Retail	Qty per Case
Camp Masters	6 Pack Microwave Butter	\$12.00	8 Boxes
Camp Masters	Caramel Popcorn Bag	\$15.00	12 Bags
Camp Masters	Purple Popping Corn Jar	\$15.00	6 Jars
Camp Masters	White Cheddar Cheese Popcorn Bag	\$20.00	9 Bags
Camp Masters	12 Pack Microwave Sweet & Salty Kettle Corn	\$20.00	8 Boxes
Camp Masters	Cinnamon Crunch Bag	\$20.00	12 Bags
Camp Masters	14 Pack Extra Butter Roasted Summer Corn	\$20.00	8 Boxes
Camp Masters	Trail Mix	\$25.00	9 Bags
Camp Masters	Chocolate Drizzle Carmel Bag	\$30.00	1 Tins
Camp Masters	Supreme Caramel Tin	\$30.00	8 Tins
Camp Masters	22 Pack Microwave Movie Theater Extra Butter	\$35.00	6 Boxes
Camp Masters	3 Way Cheesy Cheese Tin	\$50.00	1 Tins
Camp Masters	Tasty Trio Tin	\$60.00	1 Tins



This year's product mix was selected by a team of twenty three volunteers from eleven units who reviewed products, prices, and options.

We've reduced the number of SKUs this year per your request. Our aim is to make the sale as simple as possible for YOU and your SCOUTS

Did you know that OHC has kept Our retail prices the same despite MSRP rising? This year, we've adjusted prices based upon your feedback to reduce the need for single dollar change.

# **Commission**

Base Commission: 31%

Units that complete all the following will receive an additional 2% commission on their gross sales when they complete the following:

- 1)Attend one of the Training Sessions (In person or online)
- 2)Submit an Annual Calendar and Budget to Council Office by October 1st (Don't forget to share with your parents).
- 3)Turn in 100% of Money at Popcorn Pickup
- 4) Submit an updated roster of your scouts in your unit.

\*Note: Bonus commission will be applied to your final invoice in November.

# **Prizes!**

Scouts sell more when they have an objective! We're partnering with Keller Marketing again to offer the traditional prize program!











### High Achiever Prize

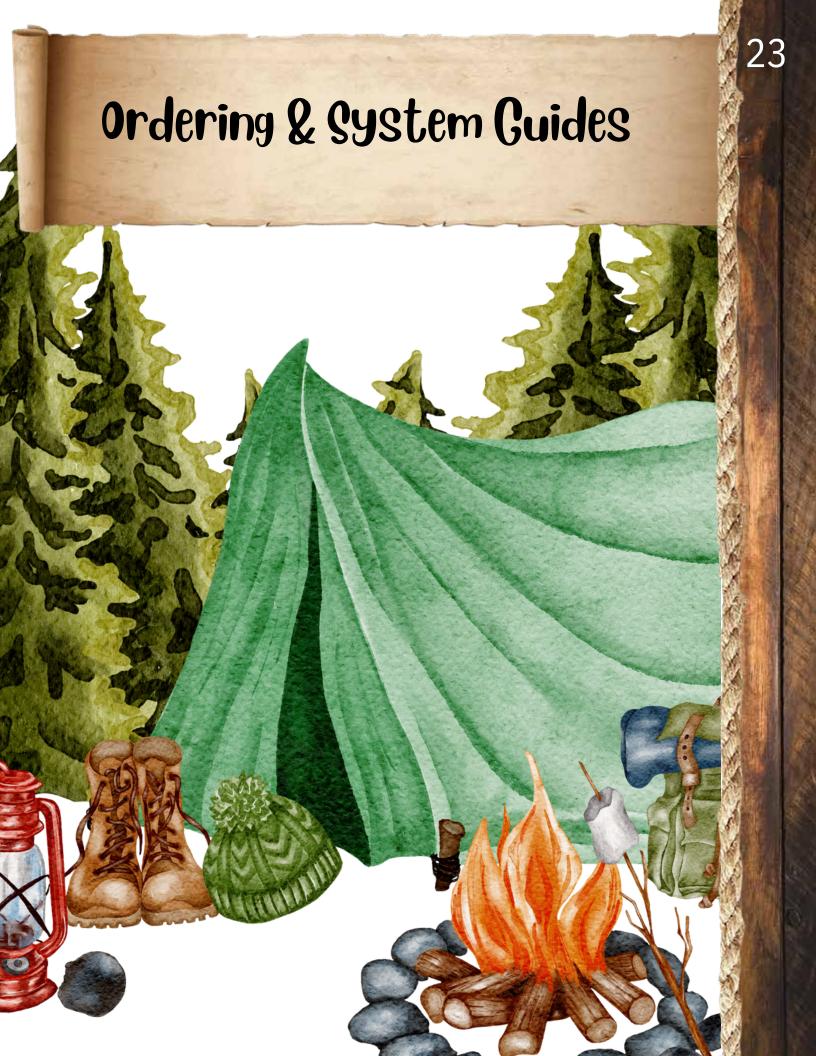


SELL \$3000+ TOTAL
GET 4% BACK ON A
VISA or EGift card



2-Person Tent, 3W-200 Lumen COB LED
Headlamp, 4x30 Binoculars, 6-in-1 Cooking
Multi-Tool, Cooler Chair Backpack, Metal
Campfire Mug w/ BSA Branding, and Sleeping
Bag. Image not to scale, items shown larger to
show detail.

This prize is provided by Camp Masters and only applies popcorn sales and not to include peanuts. For example, \$2500 in Popcorn + \$500 in Peanuts would **NOT** qualify.



# **Popcorn Ordering**

Popcorn Kernels will receive an e-mail from the Camp Masters system when they submit the unit commitment form on page 5. We will use this data to create your account and then follow the automated e-mail to the address you provide. Popcorn is due on the date provided as the next morning we have to submit the order to Camp Masters. To give YOU as much time as possible to order, we have set the order date as late as possible. Unfortunately we cannot accept orders after the deadline. If you have issues or cannot figure out the system, reach out to your District Popcorn Kernel, District Executive or the contacts on page 2 for guidance and support. If you're getting frustrated, call us!

# **Invoices**

Invoices can be found on the Camp Master Dashboard. Please check for adjustments for commission bonus and Show n Sell Product return as well as credit card payment credit before paying your final invoice, which is due at Take Order Pick-up for your bonus. We will have printed invoices available at the pick up location.

# Pick Up

You will receive an e-mail prior to the pick up day letting you know to schedule your window. We try to maximize this time to get you in and out as soon as possible. If you need to change your location, time, or make other arrangements, reach out to the contacts on page 2 before placing your order. Units are assigned to a pick up location with their commitment form and it can be change but only prior to placing your order.

#### WHAT SIZE VEHICLE WILL I NEED?



Mid-size car 20 cases



Standard SUV 40 cases



Standard Van 60 cases



Full size SUV 70 cases



**Pickup** 90 cases

# **Popcorn Policy**

- Show & Sell Product MUST be ordered in full cases. Take Order may be ordered in both cases and containers.
- Returns on product are accepted. However, please plan accordingly as to not order way more than your unit can comfortably sell.
- Please use your excess show and sell product to fill your take order. Then, use the system to order the rest.
- If you have excess popcorn during the campaign, you may reach out to the council service center via the contacts on page 2 to see if you can move popcorn to another Pack/Troop who may be on a waiting list for more popcorn!

# **Inventory Tips and Tricks**

Show and Sell is a great way to raise money for your unit and is a very popular method as well. Here are a few helpful hints when ordering your show and sell inventory.

- Keep your goals in mind, if you have a large event coming up that will require more product and person-power, you may want to order extra product or schedule additional slots for Scouts to sell.
- Keep the lines of communication open, if it looks like you will have extra popcorn that you may not be able to sell, share your needs or wants with the council and other units.
- If you have questions or problems don't hesitate to contact the council service center for help and assistance.
- \*\*\* All orders are subjected to Council approval.

If you sold last year, look at your history of what was ordered.

- Compare the number of Scouts you have this year versus last year.
- Adjust your order based on your goal per Scout
- Adjust products if you had more of one item that sold better
- Check out CAMP MASTERS.org for How to Order Demo



- 1. Refuse to take it if you see the damage right away. We will make sure you get a replacement.
- 2. Report the damage to the Council Service Center immediately upon finding it after getting it home.

### **UNIT-TO-UNIT TRANSFERS**

If your unit transfers products to another unit, follow the process below. The online system provides a mechanism to transfer product between units however we recommend the process below.

#### TRANSFERRING UNIT

- 1. Contact the Council Service Center to tell us what you have
- 2. The council will maintain a list what units are offering for sale or trade.
- 3. Provide the contact information for the person who will be representing your unit.
- 4. The Council will share the information with units looking to acquire more product.

#### **RECEIVING UNIT**

- 1. Contact the Council Service Center to see what product is available for sale or trade.
- 2. Provide the Council Service Center with your representative contact information.
- 3. Provide the Council Service Center with a list of your needs.
- 4. After communicating with the Transferring unit negotiate and execute your transfer.

### **ADDITIONAL PRODUCT**

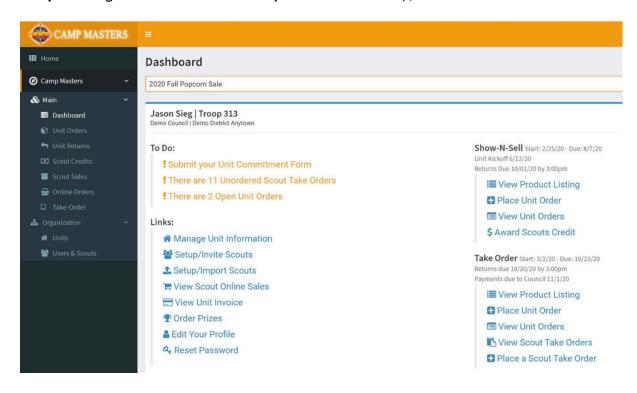
The Council Service Center may have small amounts of extra product available. Some inventory may become available for purchase by units that request more. On the units invoice, any additional product picked up will be combined with the quantities you previously ordered.



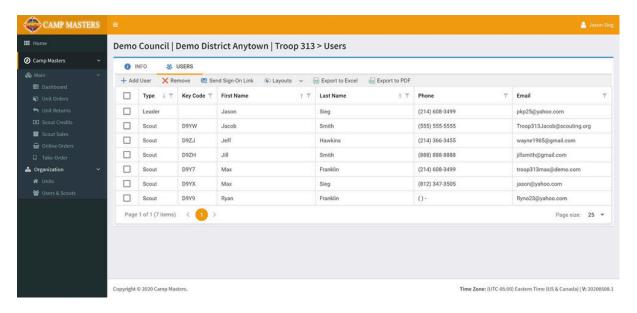
# **Register Your Scouts On the CAMP MASTERS' System**

**UNIT LEADERS: Scouts must be registered in the CAMP MASTERS system to receive sales!** 

Step One: Log in to the CAMP MASTERS system and click "Setup/Invite Scouts."

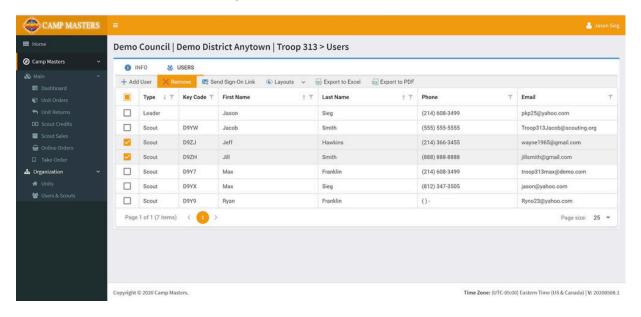


The list of current Scouts registered in your Unit will be displayed.

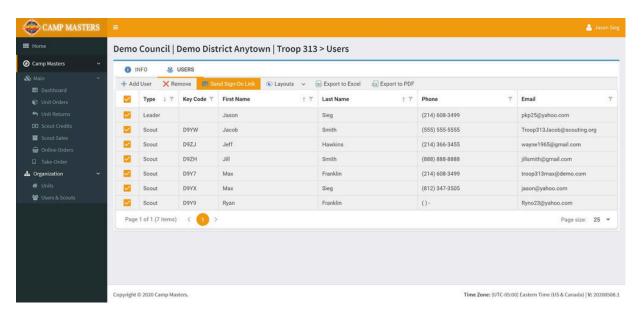




**Step Two:** Remove any Scouts no longer in your Unit by clicking the box to the left of their name(s). And then selecting "Remove" from the menu above.



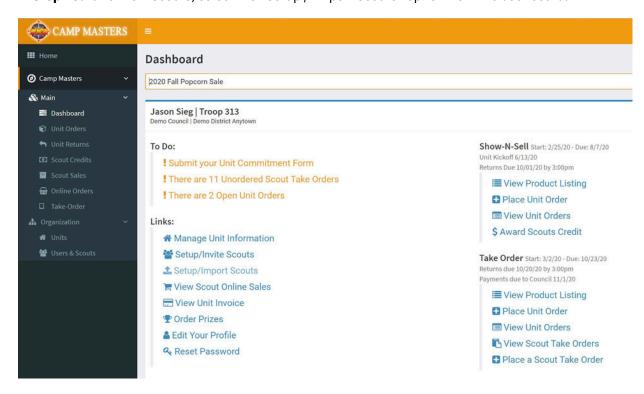
**Step Three:** For the remaining Scouts, make sure their contact information is correct. Then select them by clicking the box to the left of their names. And then select "Send Sign-On Link".



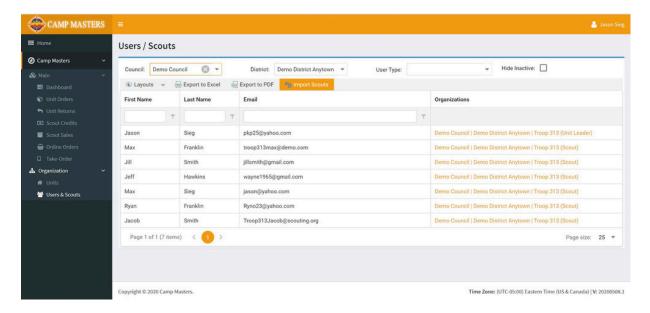
This will email each of the Scouts their unique CAMP MASTERS link so they can access the system without having to login. This makes taking orders and payments much easier.



**Step Four:** For new Scouts, select the "Setup / Import Scouts" option from the dashboard.

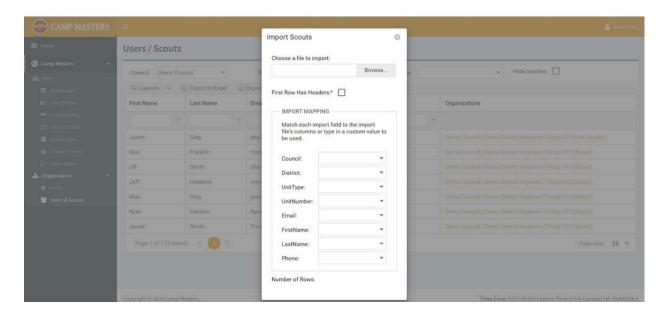


Step Five: Click the "Import Scouts" button and upload your Excel spreadsheet.

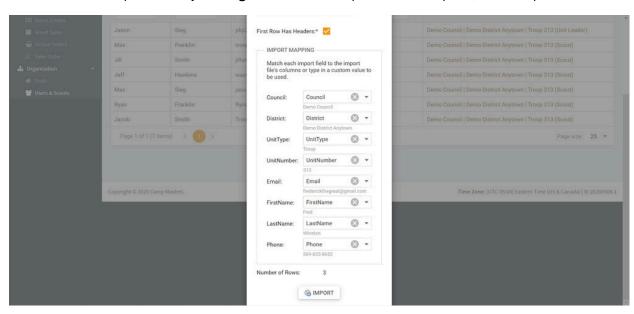




**Step Six:** Select your file and complete the field matches to the spreadsheet columns below. If your sheet has headers, be sure to select the "First Row Has Headers" box.



You'll see a data preview as you assign each field for import. Once complete, click "Import".



You'll see a green success box once imported.

If you get an error, check your spreadsheet rows again carefully for typos, correct, and try again ✓ Import Succeeded - Download and review the import file for details. <u>Click</u> here to download the import results file.



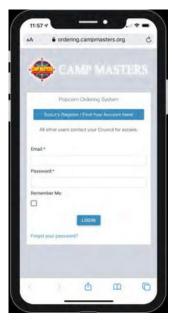
# **Camp Masters Phone App**

#### SCOUTS, PARENTS & LEADERS

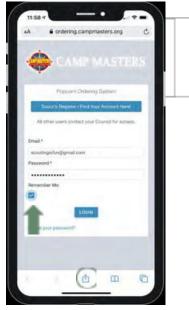
Follow these instructions to easily create a CAMP MASTERS app icon on your smartphone.



Open Safari on Apple or Chrome on Android



Go to ordering.campmasters.org/Account/Login



Enter your login info and click "Remember Me" then Login

Once on your dashboard, click the menu button circled icon above (3 dots in upper right on Android)



Select "Add to Home Screen"



Then click "Add"



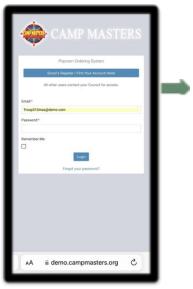
Ready to sell? Click the icon!



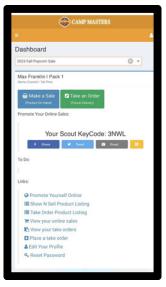
# TAKE ORDERS by Cash and Credit Cards

#### **SCOUTS, PARENTS & LEADERS**

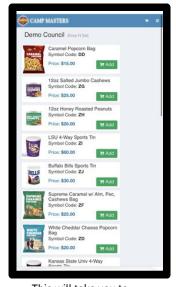
Follow these instructions to easily take orders and payment on your smartphone.



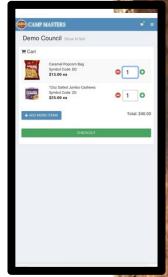
Login to CAMP MASTERS Dashboard



Click "Take an Order" from the dashboard



This will take you to the products page. Scroll down to find the requested product. Then click "Add" to add the item to the shopping cart



Scroll down to find the requested product. Then click "CHECKOUT" to add the item to the shopping cart.

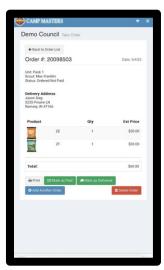


A confirmation window will appear. You can either take cash/other or Credit card for payment



To take payment, you can:

- 1. Have the customer scan QR code for them to enter payment.
- 2. Enter phone number so the payment prompt goes to their phone and they can enter payment.
- 3. Enter Information manually.



Mark as paid and delivered if applicable.

When finished, select 'add another order' or use the menu to log out.







### 2024 Sale Popcorn Dates

#### **District Kickoff / Trainings**

Date Location\_

August Districts Program Kickoffs

**Show N Sell** 

Show N Sell Order Due August 7, 2024

Delivery and Pick up August 23 or 24, 2024 depending on location.

Unsold Product Return (Full Cases) October 29, 2024

**Take Order Sale** 

Sale Begins September 1, 2024

Orders due to Council or Online October 30, 2024, by noon

Distribution November 15 & 16, 2024 depending on location.

#### SAMPLE BUDGET PLANNING FOR A 30-SCOUT PACK

"How everything *including awards, Day Camp, Adventure Camp, and registration* can be paid for with ONE fundraiser"

#### Sample Budget

	item	pric	e each	needed		total
JANUARY						
	recharter fees	\$	85.00	30	\$	2,550.00
	leader fees	\$	65.00	10	\$	650.00
	chartering fee	\$	100.00	1	\$	100.00
	Scout Sunday awards	\$	6.00	15	\$	90.00
	Pack activity	\$	10.00	30	\$	300.00
	State Museum Cultural Center	\$	-	30	\$	-
FEBRUAR	Υ					
	blue & gold entrée	\$	100.00	1	\$	100.00
	blue & gold decoration	\$	25.00	1	\$	25.00
	crossover neckerchiefs	\$	15.00	24	\$	360.00
	Pinewood Derby Trophies	\$	4.00	30	\$	120.00
	Timewood Borby Tropingo	Ψ		00	•	
MARCH						
	District Pinewood Derby	\$	_	10	\$	_
	,	,				
APRIL						
	Children's Museum Trip	\$	5.00	30	\$	150.00
	·					
MAY						
	Pack Camping Weekend	\$	8.00	30	\$	240.00
	Fishing Derby	\$	_	30	\$	_
	2 2 2	•				
JUNE						
	Day Camp fees	\$	65.00	30	\$	1,950.00

	item	price	each	neede	ed	total	
JULY	Family camp fees	\$	75.00	15	\$	1,125.00	
AUGUST							
	Pack activity	\$	10.00	30	\$	300.00	
SEPTEME	BER						
	Rank badges (entire year)	\$	5.50	30	\$	165.00	
	Webelos Activity pins (year)	\$	2.25	72	\$	162.00	
	Den supplies	\$	50.00	4	\$	200.00	
OCTOBER	₹						
	Cub Fun Day	\$	-	25	\$	-	
	Pack camping trip	\$	10.00	30	\$	300.00	
NOVEMBE	ΞR						
DECEMBE	ER						
	Pinewood Derby car	\$	4.00	30	\$	120.00	
total cost t	o run 30-Scout Pack			\$	9,007.00	total cost	
divide by 3	3% "achieved 2% bonus" comr	nissio	n	\$	27,293.94	pack sales goal	
divide by 3	0 scouts selling			\$	909.80	per-scout sales goal	

Each Scout's goal must be \$910 in order for everything to be FREE for the year. If you set your Pack's goal at an arbitrary number like "\$500" or "\$250," *less than 55% of the cost will be paid for.* This means you'll have to do more fundraisers, or parents will have to pay out of their pockets... so not all your scouts will get to camp, they'll drop out, and they'll miss all the future-building benefits of Scouting. SOOOOO... make a detailed budget for your Pack, promote the ACTUAL sales goal, and have the BEST YEAR OF SCOUTING for your whole Pack!

### **ANNUAL PROGRAM PLANNER**

Involvement is key in the successful planning of your annual program. We recommend allowing Scouts and their families express their ideas during a Troop brainstorming session. The older the scout, the more benefit they get from participating in this planning. It also keeps everyone more engaged in the popcorn sale because they know the rewards of their efforts.

ACTIVITYPROGRAM MONTHCOST	
\$	
\$	
\$	
<u>\$</u>	
\$ 	
<b>5</b>	
\$ \$	
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<b>\$</b>	
\$ 	
\$ 	
Registration & Insurance\$	
Advancements \$ NOW CALCULATE YOUR POPCORN SALES GOALS	
Uniforms \$ Divide UNIT BUDGET by UNIT COMMISION\$ (This is your Unit Sales Goal) \$cholarships \$	
Other \$ Divide by NUMBER OF PARTICIPATING OF SCOUTS\$ (This is your Scout Sales Goal)TOTAL UNIT BUDGET\$	
(This is your Scout Sales Goal)TOTAL UNIT BUDGET\$	

| Note | Crew# | Crew# | Post # | O = Ordered | R = Received | R =

																	Total Amount	Payment l	Received
		DO	Р	MM	Е	ZE	X	G	KT	YY	ZD	V	DD	U	Date				
	Daine											,							
Scout's Name and Phone	Prize Chosen	Tasty Trio Tin	3-Way	22 pk MV in Butter	Supreme Carmel	Cho Drizz	Trail Mix	14 pk Ex Butter	Cinnamon	12 pk Kettle	White Chee	Purple Pop	Caranel Po	6 pk Butter		Initial	ls Due Unit	Date	Amount
		\$60	Cheese 7	s35	\$30	Cara Bag \$30	\$25	\$20	Crunch \$20	\$20	Bag \$20	Purple Pop Jar \$15	Caranel Po Bag \$15	\$12					
NAME		O/R	0/1	R O/R	O/R	O/R	O/R	O/R	O / R	O/R	O/R	O/R	O/R	O/R	i	i	S		S
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	Total							<u> </u>										Total	

#### TURN THIS IN WITH YOUR ORDER OR EMAIL TO

Rebecca.hustead@scouting.org

POPCORN PAI	RTY ROSTER	<u>\$650 Club</u>							
Unit #:		District Name:							
First Name	<u>Last Name</u>	Address	Phone #	\$ Amount Sold					
TOP SELLER: Name		Amount S	old \$						

Please order your prizes when placing your unit order!

### **Prize Order Form Fall Product Sale 2024**

Prize Ordering Website: www.kellerprizeprogram.com council ID: 617BUCK

Council Name: Buckskin Counc	cil	Unit Type: Pack / Troop / Crew / Post (circle one)	Unit #	Unit #			
Council Headquarters City: Charlesto	n, WV	Retail Sales Dollars \$					
District Name:	·	# of Scouts Selling					
Shipping Address		Mailing Address (If Different than Shipping Ad	ddress)				
Name:		Name:					
Street:		Street:					
City: State							
Phone:							
<u>Description</u> T	ally/Scout Orde	<u>Description</u> To	ally/Scout	<u>Order</u>			
Level 1  0.1 Popcorn Sale Patch 0.2 Military Club Patch - Sell one Military De 0.3 Online Sale Pin - Sell item Online 0.4 Top Seller Pin - Sell over \$1,000  \$650 Bonus Club 0.5 Hanging Hammock 0.6 Dart Zone Max Solo w/ 10 Darts 0.7 LEGO Friends Adventure Camp  Level 2 - Sell \$90 1 Fire Starter and Steel 2 Tony Hawk Box Boarders - Asst Charact 3 Compass Thermometer Whistle 4 Highlighter Scout  Level 3 - Sell \$190 5 First Aid Kit w/ Waterproof Case 6 Cinch Backpack w/ BSA® Branding 7 Mini Dynamo Dual LED Light w/ BSA® Branding - Asst Colors 8 Watch Pedometer		26 Hexbug Mechanicals Wasp 27 Grab Bag F  Level 8 - Sell \$850 28 Hydration Pack - 2L 29 Transformers: Rise of the Beasts: Bumblebee Model Kit 30 Zing Quick Switch Power Bow 31 2-Person Waterproof Tent - Yellow 32 Grab Bag G	Blacksmith				
Level 4 - Sell \$250  9 Dry Bag - 5 liter - w/ BSA® Branding - Y 10 Mini Multi-Tool w/ Case 11 4x30 Binoculars 12 Stuffed Animal w/ BSA® Branding - Goa  Level 5 - Sell \$325 13 Multi-Tool Flashlight 14 Magic Sand w/ 6 Molds 15 Stainless Steel Knife w/ White Handle & BSA® Branding 16 Catapult Plane w/ Stickers 17 Grab Bag D  Level 6 - Sell \$425 18 Light Saber w/ Stand 19 5pc Stainless Steel Mess Kit 20 Adventure Duffle Bag w/ BSA® Brandin 21 Air Hunterz Zano Bow w/ 2 Zarts 22 Grab Bag E	it	Level 11 - Sell \$2,150  39 LEGO Friends Castle Bed and Breakfast 40 SkullCandy Wireless Earbuds 41 Foldable Drone  Level 12 - Sell \$3,000  42 iLive Indoor/Outdoor Bluetooth Solar Sp 43 LEGO City Modular Space Station 44 Coleman 4-Person Tent  Level 13 - Sell \$4,000  45 Adventure Camp Package 46 BioLite CampStove 2+ 47 Case Bonestag Folding Hunter Knife w/ Leather Sheath  Level 14 - Sell \$5,000  48 LEGO Technic Mercedes-AMG F1 W14E Performance 49 Cross Canyon 2 Tent & Footprint 50 Carrera Evolution Mario Kart Analog Electric Slot Car Racing	peakers				

#### CAMP MASTERS HIGH ACHIEVER PRIZE FORM

#### PRIZE FORM DUE TO UNIT LEADER AT END OF SALE

To order, the following information MUST be printed **LEGIBLY** or typed. Altered forms will not be accepted.

Parents & Scouts Please fill out this Section for 2024 SALES

Scout's						
Name	DATE					
Street						
Address						
(No P.O. Boxes/please validate address prior to submitting this fo	orm)					
City / State / Zip						
Email Address required:	<del></del>					
TOTAL SALES \$ Agesubmit Order Forms to your Unit Leader to verify sales.	Please					
SELECT ONLY ONE PR	RIZE BELOW!					
UNIT LEADER ORDER FF OUR UNIT LEADER WILL SUBMIT COMPLETED PRIZE ACHIEVER PRIZES TO COUNCIL AT THE END OF THE PRIZE WILL BE SENT DIRECT Please submit Scout Order Forms to	FORM FOR \$3000 AND UP CLUB HIGH SALE-BY ORDER SETTLEMENT DATE. FLY TO SCOUT.					
I SOLD \$3000 or more of Popcorn this Year! – (check 1 box only) Visa or EGift Card- 4% of total sales  Example: \$3000 = \$120 debit card (debit card rounded to nearest \$10) OR  Outdoor Camping Package - 2-Person Waterproof Tent, 2L Hydration Pack, 6-in-1 Camp Tool (includes Meat Fork, Spatula, Baster Brush, Knife, Bottle Opener, Corkscrew & Case), 5pc Stainless Steel Mess Kit w/Bag, & an Aluminum Safety Flashlight.						
Unit Leader or Kernel please fill out this section for \$3000 and Up	Club High Achiever Prizes					
District Unit type and Number_						
Unit Leader or Kernel signature	<del></del>					
Council Office please fill out this section for \$3000 and Up Club H	ligh Achiever Prizes					
Council NameCity /State						
Council Office Authorization Signature						
Program Rules & Regulations  1. Scouts who sell \$3000 and up receive Visa Reward Card or Camping Packag  2. Select ONE Prize only.  3. ABSOLUTELY NO COMBINING OF MULTIPLE SCOUTS ORDERS WILL BE	ge. MUST select 1 from list above.					

- ABSOLUTELY NO COMBINING OF MULTIPLE SCOUTS ORDERS WILL BE ALLOWED. Verification of Sales through individual Take Order Forms is required.
- 4. Scout must attach Order Form when submitting this form to the Unit Leader.
- 5. Upon receipt of the signed form from the Council, the \$3000 prizes will be ordered and shipped directly to the Scout. *Incomplete or illegible forms will delay processing.*
- 6. Questions? Please contact your Council office or Ramsey Popcorn Co. (812) 347-2441, ext. 114 or 202.
- 7. CAMP MASTERS WILL NOT ACCEPT FORMS AFTER 12/31/24.

Buckskin Council Boy Scouts of America

#### 2023 Show Sell Popcorn Order Form

Unit	Distict					
Unit Kernel	Phone Number					

#### Product for Show & Sell is to be ordered in full cases.

					Picked Up			Returned		
	Product	Symbol Code	Case Qty	Retail Price Each	Cases	Individuals		Cases	Individuals	
	6pk Butter MW	U	8	\$ 12.00						
CARAMA	Caramel Popcorn	DD	12	\$ 15.00						
45	Purple Popping Corn Jar	V	6	\$ 15.00						
CHEDRAR	White Cheddar Cheese Bag	ZD	9	\$ 20.00						
	12 pk Sweet & Salty Kettle Corn	YY	8	\$ 20.00						
CINNAAAON CRUNCIN PRICOSIN	Cinnamon Crunch Bag	KT	12	\$20.00						
	14pk Extra Btr Roasted Summer Corn	G	8	\$ 20.00						
	Classic Trail Mix	Х	8	\$ 25.00						
	Supreme Caramel w/Alm, Pec, & Cashews Tin	E	8	\$ 30.00						
	22 Pk Movie Theater Extra Butter	ММ	6	\$ 35.00						
	3 Way Cheesy Cheese Tin	Р	1	\$ 50.00						

