

# Funding Our Scouting Adventure!

2021 Popcorn Sale Kickoff

SETTING THE PLAN FOR YOUR SUCCESS

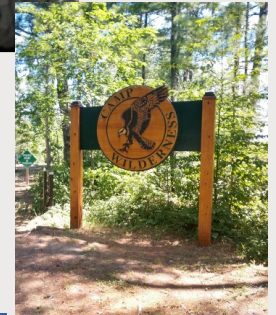
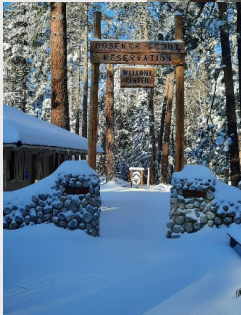


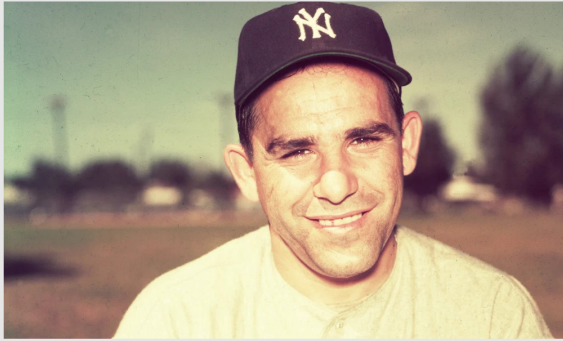
ARBUCKLE AREA COUNCIL





# Why Are We Conducting This Campaign?





“You’ve got to be very careful if you don’t know where you are going, because you might not get there.” – Yogi Berra

## **2020 threw us curveballs that just about no one was prepared to hit out of the park**

- Everyone was significantly affected on many different levels
- Our experiences were caused by both governmental restrictions as well as our own desires to protect ourselves, our members, and our communities

## **DON'T LIVE IN THE PAST – 2021 is setting up to provide GREAT OPPORTUNITY**

- Our communities **WILL** support us as proven by 2020 results for those that could participate
- There is pent-up demand to get back to the full range of scouting activities
- We **ARE** the best youth-serving organization in the Country, and people recognize us
- Our limitations are only equal to what we put on ourselves



# How Do Units & Scouts Benefit?

- The easiest way for Units to get financial support from their community for their Scouting Program
- Units will have more money for Scouting activities, possibly offsetting cost of the entire Program.
- Skills development for Scouts that accentuates Scouting Program goals
- Scouting Advancements opportunities for all Scouts that participate

**Limited to No Financial Risk based on how YOU decide to sell!**

**SCOUTS**  
**POPCORN**  
**IS HERE!**





## **2020 Sales Facts**

- **\$66,486 in sales vs 2019 \$155,511**
- **Chickasaw \$28,885 vs 2019 \$72,102**
- **Harry Miller \$17,773 vs 2019 45,787**
- **Washita \$20,688 vs 2019 \$46,584**
- **24 Units participated**

**Our Average per Selling Unit = \$2,770.25**

**National Average per Selling Unit = \$5,967**



# Insights from 2020

- **Unequivocally COVID had a major impact on Scouting on many fronts**
  - Many Units were not able to even meet
  - Membership was affected due to loss of program opportunities
  - Additional pressures and concerns for our families to deal with
  - Plans were changed and opportunities were simply lost
- **Fundraising Activities were severely hampered**
  - Concerns over safety, access to store fronts, local regulations
  - Fewer Scouts and Scouting Activities required less budget
- **Units and Scouts who did participate had great success!**
  - Units employed creative sales approaches to raise funds important for their budgets while keeping their members safe
  - While fewer Scouts participated, consumers resoundingly supported those that did
- **Flexibility became more than a mantra**
  - Online Sales grew substantially and Take Order was a higher percentage of sale vs. Show & Sell
  - While we took a conservative approach on bringing product in early, we had access to our full product lineup
  - We were all able to work through the challenges present in the supply chain to meet each and every order supporting our Scouts



# Improvements for 2021!

- All Online Orders include FREE shipping with new bundles!
- Updated Tin, Bag and Box packaging designs
- More marketing tools and How-to Videos to improve System usability at [www.campmasters.org](http://www.campmasters.org)
- Units can now transfer product between one another in the system, Council review/approve still exists
- Expanded product offerings available to Councils to include more non-popcorn type products
- No removal of product categories due to COVID concerns!



# The 2021 Product Lineup!

**ZZ** Support the Military and Scouting Too!

**\$30 Military Donation**

**WW**

**\$50 Military Donation**

Choose Item ZZ and CAMP MASTERS will send \$30 worth of popcorn to our military personnel.

Choose Item WW and CAMP MASTERS will send \$50 worth of popcorn to our military personnel.

**A**

**\*Chocolatey Treasures Tin**

A Chocolate Lovers Dream. Includes: Chocolate Caramel Corn, Chocolatey Pretzels, White Frosted Pretzels, and delicious morsels of Chocolatey Covered Peanut Brittle Bites — 58 oz.

\*\*2.60 gal.

\$60

**ZA**

**\*Premium Tin**

A rich sampling of THREE most decadent products: Chocolatey Caramel, Sweet & Salty Kettle, & Butter Toffee Caramel popcorn — 31 oz.

\*\*2.40 gal.

\$45

**P**

**\*3-Way Cheesy Cheese Tin**

Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a zesty Cheesy Salsa popcorn (3 BIG Bags!)

— 15 oz.

\*\*1.10 gal.

\$35

**Great Value**

**E**

**\*Supreme Caramel Crunch with Almonds, Pecans, and Cashews**

Buttery sweet gourmet caramel corn with nuts — 18 oz.

\*\*1.30 gal.

\$25

**MM**

**22 Pack Movie Theater Extra Butter Microwave Popcorn**

Popcorn perfectly seasoned with EXTRA Buttery flavor just like the movie theaters. America's #1 selling flavor!

\$25

**VV**

**\*Chocolate Drizzled Caramel Popcorn**

Buttery gourmet caramel popcorn w/ chocolate drizzle — 14 oz.

\*\*1.18 gal.

\$25

**G**

**14 Pack EXTRA BUTTER Roasted Summer Corn**

If you like buttery corn on the cob, you'll love this EXTRA BUTTER flavor popcorn!

\$15

**NN**

**\*White Cheddar Cheese Tin**

Cheesy goodness of White Cheddar on light, crunchy, crispy popcorn! — 5 oz.

\*\*1.38 gal.

\$15

**YY**

**12 Pack Sweet & Salty Kettle Corn Microwave Popcorn**

A sweet and salty old fashioned kettle corn taste, like the popcorn at old time county fairs!

\$15

**ZH**

**Honey Roasted Peanuts**

Fresh crispy peanuts enrobed with crunch honey glaze — 12 oz.

\$15

**V**

**Purple Popping Corn Jar**

This delicate popcorn contains antioxidants, has virtually no hulls and TASTES GREAT! No Artificial Anything.

\$12

**DD**

**\*Caramel Popcorn Bag**

Mouthwatering taste of delicate and crispy gourmet caramel popcorn. — 10 oz.

\$10

**25% More**



# 2021 Council Prize Program

<b>\$5,000</b> <b>LEVEL 14</b>	<ul style="list-style-type: none"> <li>44 - Carrera Evolution DTM Ready to Roar</li> <li>45 - Coleman 10'x9' DarkRoom Fast Pitch Screened Dome 6-Person Tent</li> <li>46 - LEGO Technic Bugatti Chiron</li> </ul>   	<b>\$375</b> <b>LEVEL 6</b>	<ul style="list-style-type: none"> <li>17 - Rosewood Knife w/ Clip &amp; BSA® Branding in Box</li> <li>18 - Cooler Chair w/ Backpack</li> <li>19 - HEXBUG Nature Babies - Snow Leopard</li> <li>20 - Grab Bag E</li> </ul>    
<b>\$3,500</b> <b>LEVEL 13</b>	<ul style="list-style-type: none"> <li>41 - Skullcandy Indy ANC True Wireless Earbuds</li> <li>42 - Dart Zone Pro MK 1.1</li> <li>43 - LEGO Technic Porsche 911 RSR</li> </ul>   	<b>\$275</b> <b>LEVEL 5</b>	<ul style="list-style-type: none"> <li>13 - 3-Watt - 200 Lumen COB LED Headlamp</li> <li>14 - Air Hunterz Zano Bow w/ 2 Zarts</li> <li>15 - SOS Survival Kit</li> <li>16 - Thinking Sand - Castle</li> </ul>    
<b>\$2,750</b> <b>LEVEL 12</b>	<ul style="list-style-type: none"> <li>38 - Adventure Camp Package</li> <li>39 - HEXBUG Build Blitz</li> <li>40 - LEGO Friends Water Park &amp; Cafe</li> </ul>   	<b>\$175</b> <b>LEVEL 4</b>	<ul style="list-style-type: none"> <li>9 - Multi-Function Knife</li> <li>10 - First Aid Kit</li> <li>11 - Indoor Squishy Sticky Baseball (2pack) w/ BSA® Branding</li> <li>12 - 8" Penguin w/ BSA® Branding</li> </ul>    
<b>\$2,000</b> <b>LEVEL 11</b>	<ul style="list-style-type: none"> <li>35 - LEGO Harry Potter's Hogwarts Clock Tower</li> <li>36 - Coleman 4-Person Tent</li> <li>37 - Holy Stone Drone w/ HD Camera</li> </ul>   	<b>\$125</b> <b>LEVEL 3</b>	<ul style="list-style-type: none"> <li>5 - Mini Dynamo Flashlight w/ BSA® Branding</li> <li>6 - Cinch Backpack w/ BSA® Branding</li> <li>7 - Retractable Straw &amp; Utensil Set</li> <li>8 - Color Changing Watch/ Pedometer</li> </ul>    
<b>\$1,650</b> <b>LEVEL 10</b>	<ul style="list-style-type: none"> <li>32 - High Sierra Tactical Pack</li> <li>33 - HEXBUG Battleground Tower w/ 2 Spiders</li> <li>34 - LEGO Star Wars Resistance Y-Wing Starfighter</li> </ul>   	<b>\$75</b> <b>LEVEL 2</b>	<ul style="list-style-type: none"> <li>1 - Fire Starter</li> <li>2 - Carabiner w/ Strap &amp; BSA® Branding</li> <li>3 - Compass Thermometer Whistle</li> <li>4 - Pop Up Phone Stand/Holder (Phone not Included)</li> </ul>    
<b>\$1,100</b> <b>LEVEL 9</b>	<ul style="list-style-type: none"> <li>29 - Walkie Talkie</li> <li>30 - LEGO DC Super Heroes Lex Luthor Mech Takedown w/ Batman &amp; Wonder Woman</li> <li>31 - Camping Bluetooth Speaker w/ Powerbank &amp; Lantern</li> </ul>   	<b>LEVEL 1</b>	<ul style="list-style-type: none"> <li>0.1 - Popcorn Sale Patch Sell any item</li> <li>0.2 - Online Sale Pin Sell One Online Order</li> <li>0.3 - Military Sale Pin Collect One Military Donation</li> <li>0.4 - Top Seller Pin Sell over \$1,000</li> </ul>    
<b>\$825</b> <b>LEVEL 8</b>	<ul style="list-style-type: none"> <li>25 - HEXBUG VEX Ambush Striker</li> <li>26 - LEGO Speed Champions Formula E Panasonic Jaguar Racing</li> <li>27 - 2-Person Waterproof Tent</li> <li>28 - Grab Bag G</li> </ul>    		<b>\$650 Bonus Club</b> Scouts who sell \$650 in product will receive their choice of <ul style="list-style-type: none"> <li>0.5 - 6-in-1 Cooking Multi-Tool</li> <li>0.6 - Zing Firetek Rocket</li> <li>0.7 - LEGO Friends Mia's Foal Stable Set</li> </ul>   
<b>\$575</b> <b>LEVEL 7</b>	<ul style="list-style-type: none"> <li>21 - Aluminum Safety Flashlight</li> <li>22 - Telescope w/ 40x Magnification</li> <li>23 - Telescoping Fishing Pole w/ Reel</li> <li>24 - Grab Bag F</li> </ul>    		Descriptions of Prizes Available at <a href="http://www.kellerprizeprogram.com">www.kellerprizeprogram.com</a>

# 2021 CAMP MASTERS

## High Achiever Prizes & Incentives



### Outdoor Camping Package

Multiple components including a 2-Person Tent, 6-in-1 Grilling Multi Tool, Hanging Hammock, Camping Blue Tooth Speaker & Power Bank, Metal Campfire Mug, Retractable Straw & Utensil Set, 20 Can Cooler with Speakers

**OR**



Visa Debit Card for 5% of total sales. Example: \$3,000 = \$150 debit card. Debit card will be rounded to nearest \$10.



**Any Scout selling \$400 in online sales will receive a**

**\$10 Amazon Gift Card from CAMP MASTERS**

**All online sales also count towards all other prize options,  
High Achievers & Council Prizes**



# Commissions and Prizes

Your unit must choose between a Prize Option or Cash Option. The most successful units know that boys are more motivated by prizes. It helps your unit make more money by using the prize option as a way to keep youth motivated to reach a goal.

**Prize Option: This Option is Available to Everyone**

**Base Commission is 28%**

- Add 1% set a unit and per scout goal and publish
- Add 2% have unit kickoff and post picture on Arbuckle Area Council BSA facebook page
- Add 2% if your average per scout sales equal \$400 or more

**Total Commission earned 33% plus we budget up to 4% more for prizes youth earned.**

**Cash Option: This Option is Only Available to Troops**

- Add 1% set a unit and per scout goal and publish
- Add 2% have unit kickoff and post on Arbuckle Area Council BSA facebook page
- Add 2% surpass 2020 popcorn total or average \$400 per scout sale
- Add 2% cash incentive

**Total Commission earned is 35%**

**Popcorn \$1,000 + Bricks**

- As in previous years, Scouts who sell \$1,000 or more will have a “Popcorn \$1,000 +” brick with their name and unit number placed at Camp Simpson.
- Unit Popcorn Kernels will be responsible for submitting this form to the Council Office. Form will be attached in the Kernel Guide.

## **NEW IN 2021**

Cub Scouts that sell \$1,500 or more will get your family pass to Monster Mash family camp in addition to the brick.

Scouts BSA will receive 50% discount to Winter Camp and Summer camp with \$1,500 sales.

# Steps to Success

**Simple Action Items to have  
the Best Sale possible!**





# Let's Plan for Success in 2021!

Let's face it 2020 was a challenging year, and 2021 have given us some opportunity thus far, but we're not going to settle! We all fund our programs with this campaign so lets develop a solid plan to succeed!

**More than ever we need to sell in all three ways:**

- **Sell Online at [www.popcornordering.com](http://www.popcornordering.com) with SHIPPING INCLUDED!**
  - Reach out for support from the comfort of home
  - Zero risk for Units and doesn't impact other activities
  - Average online sale >\$40 in 2020!
- **Door to Door**
  - Use the Take Order Form in the Family Guide
  - Take Pre-Order/Show and Sell product if you can
  - Average \$200-\$400 per scout hour
- **Show and Sell**
  - Establish sales locations at local store fronts or special events
  - May have a limited number of items vs. those on Take Order
  - Average \$65-\$150 per scout hour (3 Scouts/location)



# **Have a Safe Sale !!**

- **Safety is paramount to all participants**
  - **Scouts should follow Local, State, and Council guidelines**
  - **At Show and Sell locations it is recommended to have ONE adult handling all money transactions**
  - **Be creative not only with approach but with locations!**
- **Take extra time to train all participating**
  - **Keeping eye contact is paramount, and it accentuates your professionalism**
  - **Have ALL your Scouts using the same presentation, IT WILL PAY OFF!**
- **For this year it is again recommended to have signage but only if such is communicating your attempts to help the community too.**
  - **Example; “Help us to do good deeds in our community, will you help support us so we can learn and serve in our community?”**



# Step #1

- Know your UNIT'S POPCORN SALE GOAL

- What program elements you will fund
- Equipment needs
- Special Events/Trips
- **BUILD A BUDGET USING THIS TOOL**



- Be able to COMMUNICATE the goal to everyone on board

- What it means for the Scouts
- What it means for the families
- This is what a Kickoff is for!



Fund Your Adventure with CAMP MASTERS Popcorn!

3 steps for an adventure filled annual program for your Unit!  
With CAMP MASTERS you can achieve your fundraising goal with just one product sale, so you can spend your time doing fun activities.

**1**

**MONTHLY COSTS:** Think of fun things to do every month and enter them below as activities. Enter activity names and costs in the highlighted cells only.

SEPTEMBER		OCTOBER		NOVEMBER	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	
DECEMBER		JANUARY		FEBRUARY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	
MARCH		APRIL		MAY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	
JUNE		JULY		AUGUST	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total: \$0.00		This Month's Total: \$0.00		This Month's Total: \$0.00	

**2**

**ANNUAL COSTS:**  
Enter other annual Unit expenses:

Registration & Insurance	\$0
Advancements	\$0
Uniforms	\$0
Scholarships	\$0
Other Expenses	\$0
<b>Annual Total:</b>	<b>\$0</b>

**3**

Enter the number of Scouts and your commission to calculate your goals:

Number of Selling Scouts in your Unit:	40
Your Unit's Commission	30%
Unit Total Activity Cost and Expenses	\$0.00

<b>Unit Sales Goal</b>	<b>\$0.00</b>
<b>Scout Sales Goal</b>	<b>\$0.00</b>

Download at  
<http://campmasters.org/sales-tools/>

Unit Budgeting Tool

## Step #2

- Conduct a **KICK OFF!**
  - **COMMUNICATE** the goal
  - **SHARE** the plan In person or virtually
- Make it **FUN!**
  - What it means for the Scouts
  - Skits to emphasize training
  - Talk about the Prizes and affect of reaching Goals
- Focus on **SKILL DEVELOPMENT**
  - Public Speaking Skills
  - Goal Setting
  - Personal Responsibility





# Step #3

## Train your Scouts for ALL sales approaches!

- Establishes best Practices & Builds Confidence & removes doubt
- IT WILL HAVE A HUGE IMPACT



- Promote the CAMP MASTERS approach
  - Door to Door - \$250-\$400/hr
    - Take product with you if you can
    - Use the same presentation
    - Canvas entire neighborhoods
  - Site Sales – \$300-\$450/hr
    - No tables or chairs, teams of 3
    - Stack product in a colorful display
    - Scouts in front talking to customers

-

# Step #4

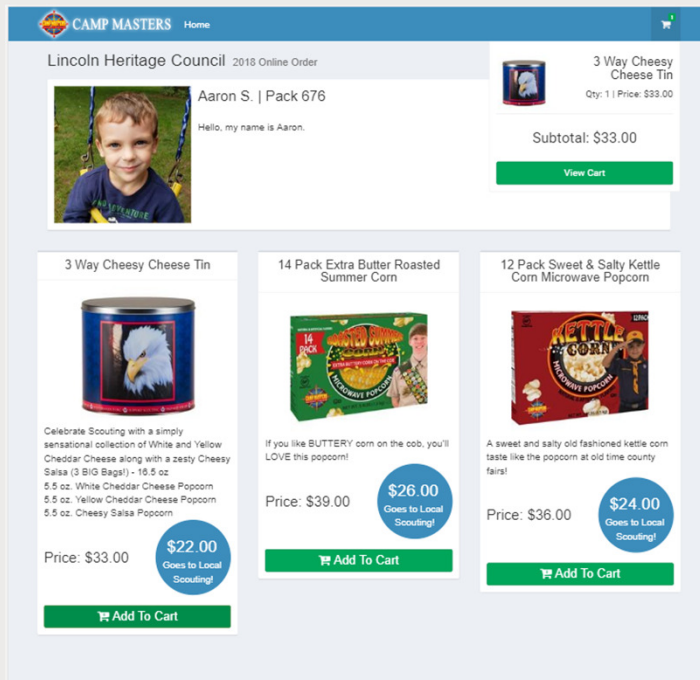
## Get full participation!

- Not every Scout wants to sell all three ways
- Not every Scout can sell all three ways
- Every Scout can participate in Online and Take Order sale



# Online Sales

We have an amazing opportunity to grow our sales in the safest manner available.



- EVERY Scout is capable of participating from the comfort of their own home
- Scouts must be registered in the system to gain access to the online store and get sales credit
  - Instructions on how to load/register scouts is located at [www.campmasters.org/how-to-order-popcorn](http://www.campmasters.org/how-to-order-popcorn)
  - Scouts/Families can also register themselves with instructional videos at [www.campmasters.org/video](http://www.campmasters.org/video)
- No additional shipping fees for consumers!
- Social Media links built into the Scout's account

**Average sale in 2020 was more than \$35.00!**



# Take Order

Door to Door Sales net higher sales values and we can control social distancing in a more comfortable manner



- Coach Families/Scouts to approach the houses on their block as a start
- Promote a set presentation and be in Class A uniforms so they are recognized
- Be effective by selling in a group, covering an entire neighborhood as a Unit
  - **Great way to move unsold Show and Sell product/inventory**
  - **Use Door Hangers for a leave behind at homes where you miss the residents**
- Coach them on your area's safety requirements

**AVERAGE \$200-\$400 per Scout Hour!**

Best Practice: Collect Money at point of sale

# Create Your CAMP MASTERS Scout App

Your Scouts can conduct or log Take Order sales electronically!

- Scouts must be registered in system
- Orders collected flow directly to Unit's account under Scout Sales
- Immediate visibility for Scout and Unit Sales
- Can reduce paperwork
- Able to mark whether paid and/or delivered!
- Able to log sales individually at point of sale, after the fact at home, or can even create one order to aggregate sales not already recorded in the system

Open Browser      Type in ordering.campmasters.org and hit go      To create your App on your home screen click here      Choose Add to Home Screen (may have to scroll down to find)      Find/launch your App on Home Screen      Log Into your Account! (click remember me)

ANDROID users: click the "three dots" menu at top right      ANDROID users: choose "Add to Home Screen" from options



Ready to Take Orders on the Go!

# Create Your CAMP MASTERS APP



Open Browser

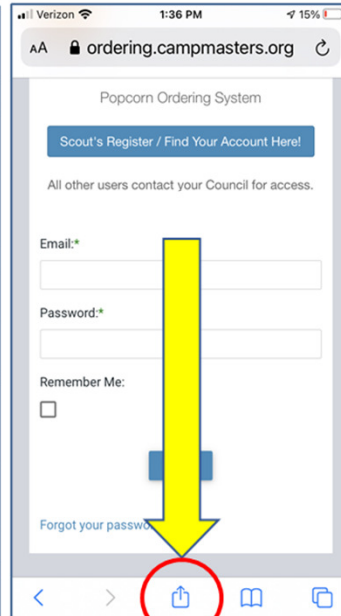
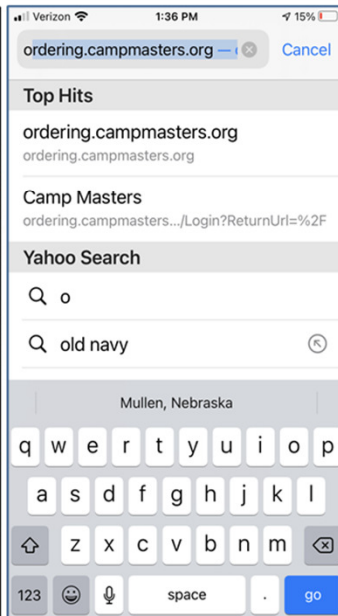
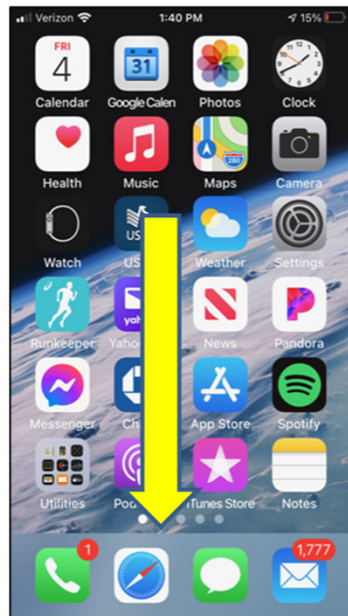
Type in  
ordering.popcorn.org  
and hit go

To create your App  
on your home screen  
click here

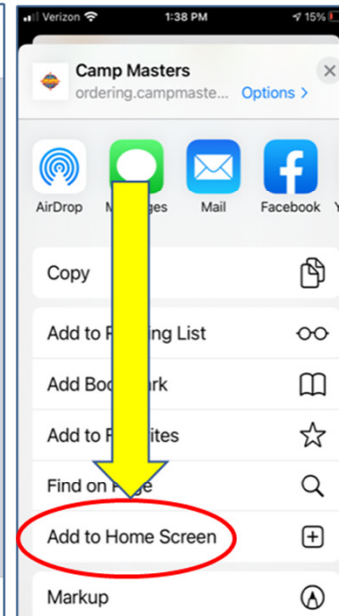
Choose Add to Home  
Screen (may have to  
scroll down to find)

Find/launch your App  
on Home Screen

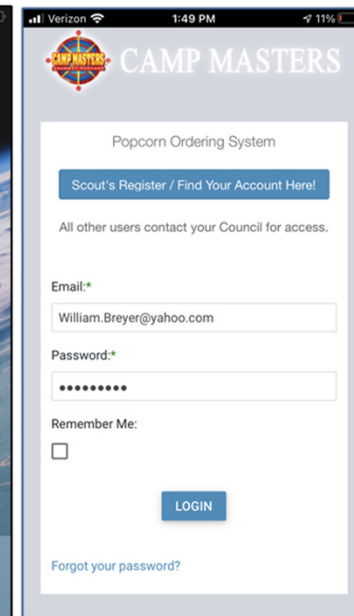
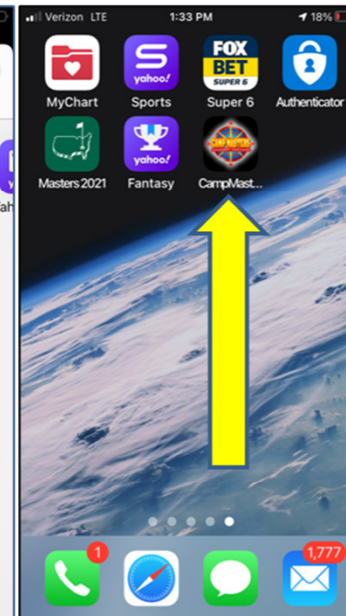
Log Into your  
Account! (click  
remember me)



**ANDROID users:**  
click the "three dots"  
menu at top right

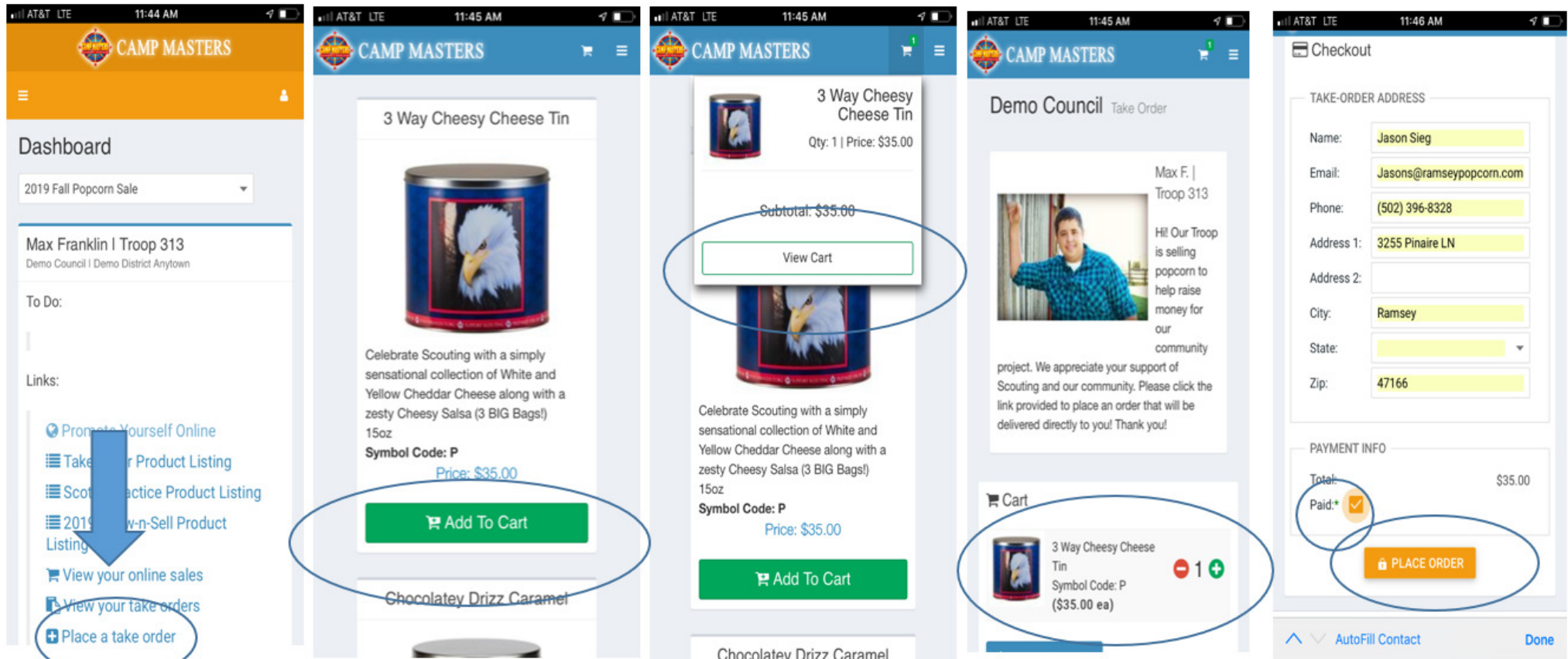


**ANDROID users:**  
choose "Add to Home  
Screen" from options





# Ready to Take Orders on the Go!



# Show and Sell

This year we may continue to be faced with:

- fewer storefront opportunities and participants
- less foot traffic than we have seen in previous years

**BUT WE CAN STILL BE SUCCESSFUL!**



## Have a plan:

- Secure your sites in advance
- Be mindful of social distancing and safety requirements
- More locations will net more sales
- Look for any location with high traffic to increase opportunities, be open/creative

## Setup and Run Properly:

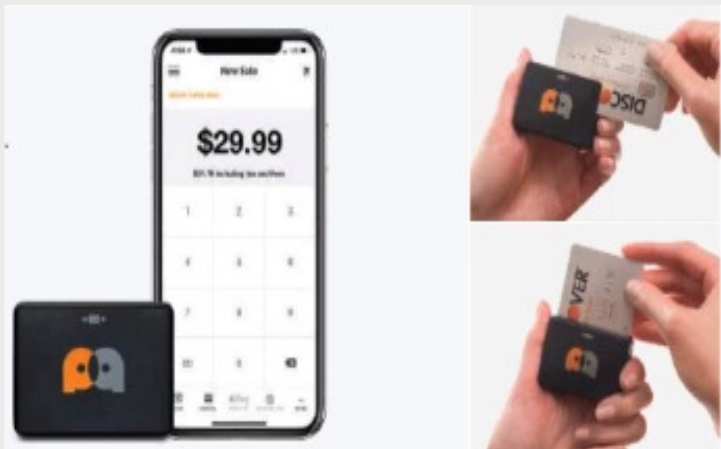
- Display your products colorfully like a store end-cap would be
- Scouts out in front of product displayed in their Class A uniforms
- Don't put pricing on boxes or signs
- Keep area clean and inviting
- DO NOT use donation boxes/jars
- Limit number of scouts at a location

## Draw Attention:

- For this year consider signage that promotes Scouts helping the community
- Accentuate this is a LOCAL fundraising event
- May need to have music or some other attention getter due to allowed setup location

# Take Credit Cards with PayAnywhere

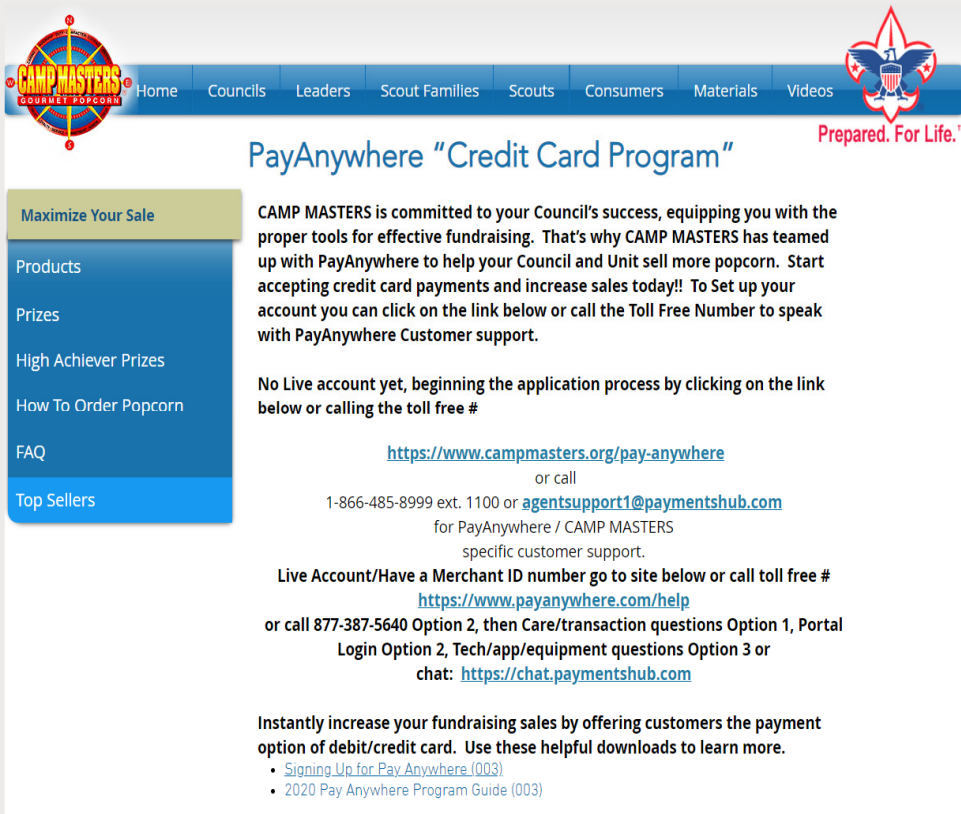
**Access to a full Merchant Account Portal**



- FREE app and FREE card readers
- Multiple device and multiple user ready
- No hidden fees....No monthly minimum fees, no setup fees, and no cancellation fees
- 2.69% per swipe transaction fee; 3.49% + \$0.19 for keyed transactions
- Transaction fees removed from deposits automatically sent to YOUR Unit Bank Account
- Funds within 24 hours of processed transactions
- Free Merchant Portal for detailed account activity and business intelligence reporting
- Create versatile item library with multiple products and prices or input charges directly.
- Safe and secure with immediate data encryption and PCI compliant and certified
- Live Customer Support via Phone and Chat
- [www.campmasters.org/pay-anywhere](http://www.campmasters.org/pay-anywhere)



# How Do You Sign Up for an Account with PayAnywhere?



The screenshot shows the CAMP MASTERS website with a navigation bar at the top containing links: Home, Councils, Leaders, Scout Families, Scouts, Consumers, Materials, and Videos. The main heading is "PayAnywhere 'Credit Card Program'". A sidebar on the left lists: Maximize Your Sale, Products, Prizes, High Achiever Prizes, How To Order Popcorn, FAQ, and Top Sellers. The main content area states: "CAMP MASTERS is committed to your Council's success, equipping you with the proper tools for effective fundraising. That's why CAMP MASTERS has teamed up with PayAnywhere to help your Council and Unit sell more popcorn. Start accepting credit card payments and increase sales today!! To Set up your account you can click on the link below or call the Toll Free Number to speak with PayAnywhere Customer support." It then provides contact information: "No Live account yet, beginning the application process by clicking on the link below or calling the toll free #", followed by the URL <https://www.campmasters.org/pay-anywhere> or call 1-866-485-8999 ext. 1100 or [agentsupport1@paymentshub.com](mailto:agentsupport1@paymentshub.com) for PayAnywhere / CAMP MASTERS specific customer support. It also mentions "Live Account/Have a Merchant ID number go to site below or call toll free #", followed by the URL <https://www.payanywhere.com/help> or call 877-387-5640 Option 2, then Care/transaction questions Option 1, Portal Login Option 2, Tech/app/equipment questions Option 3 or chat: <https://chat.paymentshub.com>. At the bottom, it says "Instantly increase your fundraising sales by offering customers the payment option of debit/credit card. Use these helpful downloads to learn more." with links to "Signing Up for Pay Anywhere (003)" and "2020 Pay Anywhere Program Guide (003)".

1. Signup via CAMP MASTERS homepage link at [www.campmasters.org/pay-anywhere](https://www.campmasters.org/pay-anywhere)
2. Download signing up sheet and program guide
  - a. **Make sure business name matches the TIN number**
  - b. **Business Type is Non-Profit Charity**
  - c. **Merchant Classification Code is 8398**
3. PayAnywhere may require canceled check from your unit account to verify identity
4. PayAnywhere will send one 2in1 chip/swipe reader once Account activated
5. **To secure an additional reader send email to [jasons@ramseypopcorn.com](mailto:jasons@ramseypopcorn.com) with your account name/info, what you are trying to do**
6. Additional readers can also be purchased through PayAnywhere if you have larger needs

# Remember Important Popcorn Sale Tips from Michael Beck

## At a Store Front to increase Sales:

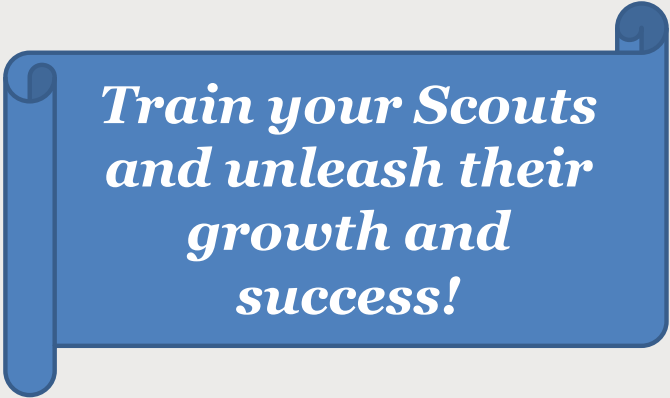
- Don't put out table or chairs- get Scouts in front of neatly stacked product to use public speaking skills

## In Neighborhoods:

- Take pre-order product with you to increase sales and Unit success

## At Kick-off:

- Promote Scouts to establish their own sales goal based on your Prize Program



*Train your Scouts  
and unleash their  
growth and  
success!*

# Use This – IT WORKS!

- Hi sir/ma'am, my name is \_\_\_\_\_
- I'm a scout with Pack/Troop \_\_\_\_\_
- We're selling popcorn to help raise money for our Pack/Troop.
- You can help us by trying some of our delicious popcorn.
- You'll help us, won't you? *(don't forget to nod)*

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# Goal of a Unit Kick-Off

In 2021 it is vital to get everyone on board to fund your entire Scouting program

Parents understanding how the Popcorn Sale benefits their child and his/her Scouting Program

+

Leaders understanding how the Popcorn Sale provides a better Scouting experience for all

**= More Scouts Selling and a Better Program for your Unit**

**THIS IS THE YEAR TO BUILD AND COMMUNICATE A GREAT PLAN!**

# Picking Up Popcorn

What Size car do I need to pick-up the popcorn?

- Midsize car- 20 case
- Luxury size car- 40 case
- Mini Van- 60 cases
- Large SUV- 70 cases
- U-Haul- over 70 cases

*\*Keep in mind some cases vary in size*

***Pick-up Popcorn in ONE trip***



# **Just Remember Teamwork Carries you Further**

- **The Council has laid out a turn-key solution to make it as simple as possible for YOU!**
  - **Great Product Lineup**
  - **Comprehensive tools to support your creativity**
  - **Automation to increase efficiency and sales visibility**
- **Encourage ALL of your Scouts to participate, and to set their own goals**
- **Attitude affects Aptitude, Sell what we all believe in – SCOUTING!**
- **Neighboring communities may not have Scouts, but they'd love to see and support you!**
- **Scouts in Class A Uniforms, represent Scouting well!**
- **Scouts using the suggested Sales Presentation don't have to think about what to say**
- **Most of all, celebrate your participating Scouts as they earn their way!**



**Questions?**