

# ARBUCKLE AREA COUNCIL

## 2021 POPCORN

### LEADERS GUIDE



## Contacts

If you have any questions regarding popcorn sales, contact your District Popcorn Kernel first. District Kernels will follow up with the Council Kernel and Council Popcorn Staff Advisers as needed. Texting or email are the preferred methods of communication with the District Popcorn Kernels.

### Arbuckle Area Council

#### Bold and Buttery Team 2021

Chickasaw District Kernel	Doug Crowson <a href="mailto:douglas.crowson@scouting.org">douglas.crowson@scouting.org</a>	580-263-8757
Harry Miller District	James Jackson <a href="mailto:james.jackson@scouting.org">james.jackson@scouting.org</a>	580-453-5001
Washita District	James Jackson or Ashley Knight <a href="mailto:Ash405.ak@gmail.com">Ash405.ak@gmail.com</a> or <a href="mailto:james.jackson@scouting.org">james.jackson@scouting.org</a>	
Assistant Popcorn Staff Advisor	Lisa McCracken <a href="mailto:lisa.mccracken@scouting.org">lisa.mccracken@scouting.org</a>	580-223-0831
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# Key Dates and Their Meaning

Arbuckle Area Council

## 2021 Campmasters Popcorn Sales Important Dates

Aug 1, 2021      Online Sales Begin (Runs to Oct 23, 2021)

This is the earliest your Scouts can begin to sell popcorn, but only online. The popcorn that is sold online will count towards your Scout's total sales. The Scout and the unit do not handle the popcorn product or money. All you have to do is email or post the link to your friends and family. The popcorn will be directly shipped to the person who bought it.

Aug 19, 2021      Deadline for Show and Sell Orders on Campmasters Site

You must submit your Show and Sell orders online through the popcorn ordering website.

Sept 10, 2021      Show and Sell Products Arrive

Pick up your popcorn order at the Noble Foundation Soil and Forage Receiving Warehouse in Ardmore. Pick-up location will be around the back of the warehouse. Please make sure you have enough vehicles and space in your vehicle to pick up your order in one trip.

Sept 10, 2021      Show and Sell and Traditional Take Orders Begin.

Oct 16, 2021      All Popcorn Sales End

Scouts are to stop selling Show and Sell and Take Orders. Return any unsold show and sell to your Unit Kernel. Use this inventory to fill your orders first, then order what you need to fulfill remaining orders. Any popcorn not being used to fill Take Orders must be returned to the Council Office. No popcorn can be returned after this date.

Oct 21, 2021      Take Order and Prize Orders are due on the Website!

Nov 12, 2021      Popcorn Distribution

Dec 3, 2021      **\*\*ALL MONEY DUE TO THE COUNCIL OFFICE\*\***

# How to Sell Popcorn

## Show-n-Sell

1. There are a few different methods that a unit can used to conduct a Show –n–Sell . All of them involve using popcorn you already have – so you are showing it to someone and selling it, rather than taking orders for it. Ask your Scouts to simply work their neighborhood! They can also work main street businesses.
2. Booth: This method is a lot like an old school lemonade stand, your Unit gets permission to have a booth or table in a high traffic area and your Scouts sell actual popcorn product on the spot. This method has been highly effective for many units, as it allows for lots of sales without going door to door. A unit can plan a S&S and split Scouts /families into shifts so everyone takes a turn.
3. **We will take back up to 20% of what is checked out.**

*NO CHOCOLATE PRODUCTS ARE AVAILABLE DURING SHOW AND SELL.*

## Take Order

This method is where Scouts go to friends, family, and neighbors to sell popcorn using an order sheet. Parents can also help by taking the order forms to work. Later, at the end of the sale, the Scouts deliver the ordered products to the customers who ordered them.

## Sell Online

Selling online is easier than ever and you can help Scouts sign in at [campmasters.org](http://campmasters.org) or [popcornordering.com](http://popcornordering.com). There is minimal set-up and work to get additional sales. This is a great way to sell to friends and family who live out of the area.

## Selling Tips

Scouts can sell well and safely by following these proven methods and tips.

1. **Sell with your Order Form!** Scouts can use this script to help build their confidence and salesmanship!

“Sir/Ma’am, hello my name is \_\_\_\_\_, I am a Scout with Pack/Troop \_\_\_\_ here in \_\_\_\_\_. We are selling popcorn to raise money for our unit to attend camp. You can help us by trying some of our DELICIOUS popcorn. You will help us, won’t you?”

2. **Try Show and Sell!** Arrange Show and Sell locations so your Scouts can be seen in front of high visibility storefronts or community gatherings. Be sure to plan in advance and communicate dates/locations.
3. **Sell online!** It’s easier than ever and you can help Scouts sign in at [campmasters.org](http://campmasters.org) or [popcornordering.com](http://popcornordering.com).

### POPCORN SAFETY TIPS

- Always sell with an adult or a buddy
- Never enter a stranger’s house
- Keeps checks and cash in a separate envelope with your name on it
- Always walk on the sidewalk whenever possible
- Wear your uniform
- Always be courteous!

### POPCORN SALES TIPS (10 ways to make a popcorn sale.)

- Ask your parents.
- Ask your friends.
- Knock on your neighbor’s door.
- How about your parent’s friends?
- Sell at your place of worship.
- Ask your parents to take an order form to work.
- Have “Super Sale Day” with your fellow Scouts.
- Sell Door-to-Door around your community.
- Popcorn makes great holiday gifts!
- Visit businesses around your town for a corporate sale.

## 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.



# Unit Annual Program Budget Worksheet

This planning calendar is available online to make it easier on you to complete.

August		September		October	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
<b>Total Monthly Cost</b>		<b>Total Monthly Cost</b>		<b>Total Monthly Cost</b>	
<b>November</b>		<b>December</b>		<b>January</b>	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
<b>Total Monthly Cost</b>		<b>Total Monthly Cost</b>		<b>Total Monthly Cost</b>	
<b>February</b>		<b>March</b>		<b>April</b>	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
<b>Total Monthly Cost</b>		<b>Total Monthly Cost</b>		<b>Total Monthly Cost</b>	
<b>May</b>		<b>June</b>		<b>July</b>	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
<b>Total Monthly Cost</b>		<b>Total Monthly Cost</b>		<b>Total Monthly Cost</b>	
<b>Annual Total</b>		<b>Total Monthly Cost</b>		<b>Total Monthly Cost</b>	

<b>Twelve Month Program Total</b>	
Unit Registration	
Scout Registration	
Advancements	
Uniforms	
Scholarships	
Other Expenses	
<b>Annual Total</b>	

Enter the number of Scouts and your Commission to Calculate your Goals

Number of Scouts Selling Popcorn	
Your Units Commission	
Unit Total Activity Cost & Expenses	

Scout Sales Goal	
Unit Sales Goal	

## Kickoff Planner

1. Plan ahead. Think of an agenda that will be fast-paced and FUN! A good kickoff should be under an hour.
2. Emphasize WHY it is important to sell popcorn. Communicate the exciting Scouting program and how families can cover all their annual expense with one sale. The Popcorn Sale makes it easy to sell delicious popcorn so Scouts can spend more time having fun and less time selling popcorn.
3. Show Scouts the tools available from Campmasters. This includes their order forms, prize sheets, training videos and much more! Visit [campmasters.org](http://campmasters.org) to see all the tools available.
4. Spend some time explaining the different ways to sell, key dates for the program and show and sell locations.
5. Motivate Scouts to set goals for their sales and to pick an awesome prize! Campmasters offers great High Achiever Prizes for top sellers.
6. Finish the evening with a memorable event, like throwing pies in the leader's faces or funny role-playing. A popcorn kickoff event will be exciting when Scouts are involved in the action!

- A great sale starts with a great kickoff!
- Follow these simple steps to start your popcorn sale with a BANG and motivate Scouts, parents, and other volunteers.
- Pick a prize and set a goal!
- Scouts can earn great prizes from the Prize Program in addition to supporting your Unit's Scouting Year!!!

## Unit Popcorn Kernel Checklist

- Attend and participate in the District Popcorn Kickoff and Training Event.
- Use the Unit Annual Program Budget Worksheet to plan your year, make a budget and set goals. (Download from campmasters.org)
- Formulate a popcorn sales plan that includes at least 2 of the 3 methods of selling popcorn: Take Order Sales, Show-n-Sell, and Online Sales.
- Create a timeline of when all order forms, popcorn money, and Scout prize forms will be due.
- Hold a Unit Kickoff meeting for your Scout families to inform and motivate them to help with your Unit's sale.
- Prepare hand-outs for your Unit Kickoff meeting for both parents and Scouts. Hand-outs include:
  - Family Guide with prize brochure and order form
  - Key dates
  - Sales Goals for the Unit and for the Scouts
  - A parent job description or list of expectations
- Promote a Corporate Popcorn Sale with your parents. They can even take an order form with them to work to help boost their Scout's sales.
- Complete the Unit Product Order Form and submit online. Keep photocopies of your Scout's take order forms so they can be used the following year.
- Get a Brick form for any Scouts who sell \$1,000 or more.
- Coordinate your unit's popcorn pick-up and distribution.
- Distribute prizes upon receipt in a timely manner.
- Celebrate your unit's success and use the money raised to provide an awesome Scouting Program Year for your Scouts to enjoy!!!

# Unit Commitment Card 2021

“Yes, we will participate in the Popcorn Sale.”

Arbuckle Area Council #468

District \_\_\_\_\_

Pack, Troop, Crew, Post (Number) \_\_\_\_\_

Unit Popcorn Kernel \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail (Required) \_\_\_\_\_

Circle one please: Prize (any unit)      Cash (only troops)

\*\* If no option is chosen, the unit will default to Prize Option. These are the starting bases.