

2024 Popcorn Leaders Guide Western New York Scout Council



Prepared. For Life.®

**OVER
70%**
GOES TO LOCAL SCOUTING

**Fundraising
for the
Future!**



Have fun selling! Use the following script to MAXIMIZE your sales. "Excuse me, Sir/Ma'am, my name is _____, I am a scout with Pack/Troop _____ here in _____. We are selling popcorn to help pay for _____. You can help us by trying some of our DELICIOUS popcorn. You will help us, won't you?"

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Thank you for your participation in the Western New York Scout Council Popcorn Sale. The sale achieves three main objectives for our organization. First, the sale raises over **\$175,000 for our units**, equating to an average of **more than \$2,000 per unit that participates**. Second, the money made by your unit is matched back to the council by Camp Masters Popcorn, which allows us to support your units. Third, the sale allows us the opportunity to instill a strong work ethic in our youth, encouraging Scouts to learn the value of earning their own way.

Thanks to the fact that over two-thirds of the sale comes back to us locally, our annual popcorn sale is a huge resource for our local Scouting program.

Your participation in the sale guarantees:

- Funds for your Scouts to do FUN things!
- Lower prices for programs (such as subsidizing summer camp)
- Registration fees and Scholarship funds for needy Scouts
- Services and training for your leaders

On behalf of all our members, thank you for your leadership and involvement in this important program.

Kevin Cross	Gary Decker	John Moscati
Council President	Scout Executive	Council Commissioner

POPCORN SALES CALENDAR

June	Popcorn and Membership Kickoff	6/1
	Show and Sell system accepts orders	6/15
July	Show & Sell Orders Due	7/29
August	Online Sales Begin	8/1
	Popcorn and Membership Materials Distribution at District Fall Back to Scouting Kickoffs	} 7/31 8/1 8/8
	Show 'N' Sell Distribution	8/22
September	Unit Popcorn Kickoffs	Unit Mtg.
	Weekly Fill-A-Sheet Drawings Start	9/6
October	Show & Sell Returns Due	10/18
	Show & Sell Payment Due	10/26
	Unit Take orders Due	10/26
November	Prize Orders Due	11/04
	Take Order Distribution	11/15
December	Final Popcorn Payments Due	12/6

70% OF ALL PRODUCT PROCEEDS BENEFIT LOCAL SCOUTING!

Popcorn Staff Advisor Jim McMullen
 Jim.McMullen@scouting.org
 716.512.6207
Alternate Support Contact Bob Blatz
 Bob.Blatz@scouting.org 716.512.6215



Western New York Scout Council
Richard E. Garman Service Center
 2860 Genesee Street
 Buffalo, NY 14225

Oakfield Service Center
 102 S Main Street
 Oakfield, NY 14125

www.WNYScouting.org

UNIT POPCORN KERNEL RESPONSIBILITIES

1. Attend the Council's Popcorn & Membership Kickoff events to prepare for a successful sale.
2. Work with unit committee to develop a unit sales goal, then divide that goal into a "per Scout" goal.
3. Develop a unit incentive plan for your Scouts in addition to the Council prize program.
4. Arrange Show 'N' Sell locations (i.e. Walmart, Dunkin Donuts, any high traffic area, etc.). Decide on how much product your unit needs and **place your Show 'N' Sell order by July 29.**
5. Establish unit deadlines for Take Orders, money and prize forms. **Take orders are due to the Council by October 26.**
6. Prepare a unit kickoff for leaders, Scouts and parents. Additionally, you should provide:
 - Timeline showing sale dates and date orders are due
 - Unit goal and per Scout sales goal
 - 1 order form and 1 prize flyer per Scout (*electronic copies available on the Council's website at wnyscouting.org/popcorn*)
 - Display highlighting the Prize Program
7. Hold unit kickoff to discuss sales techniques, money collection, safety suggestions, unit recognitions and per Scout goals.
8. Collect Scout order forms and total amount of product to order prior to due date.
9. Submit all popcorn orders by October 26 and prize orders by Nov 4 through the Camp Masters website.
10. Pick up popcorn at the designated site on pickup date. Make sure to bring vehicles large enough for your order.
11. Distribute popcorn to your Scouts for distribution to their customers.
12. Remind Scouts of money due dates. Make sure check is made payable to the unit itself. The Council offices will only accept checks from units.
13. Collect and tally money by due dates, and submit payment via check to WNY Scout Council, BSA to either Scout Service Center (Buffalo or Oakfield) no later than October 26 (Show & Sell) and December 6 (Take Order). Note that late payments will be assessed a late fee.

Additional Sale Information

















Additional materials are available at www.campmasters.org and wnyscouting.org/resources/popcorn

Log on to find additional flyers,

handouts, and presentations to help provide your unit with the best popcorn kickoff.



CAMP MASTERS PRODUCT CATALOG

Product	Case Qty	Product	Case Qty	Retail Price
 \$30 /\$50 Military Donation	1	 14pk Extra Butter Roasted Summer Corn	8	
 *Tasty Trio Tin	3	 Buffalo Bills Sports Tin	8	
 3 Way Cheesy Cheese Tin	1	No Returns		
 22 Pk Movie Theater Extra Butter MW	6	 White Cheddar Cheese Bag	9	
 *Chocolatey Drizzled Caramel Bag	8	 12 pk Sweet & Salty Kettle Corn MW	8	
 Supreme Caramel w/Almond, Pecan, & Cashews Tin	8	 *Chocolate Covered Pretzels Bag	8	
 Classic Trail Mix	8	 Caramel Popcorn Bag	12	
 12oz Salted Jumbo Cashews	12	 Purple Popping Corn Jar	6	
		 **6pk Butter MW Show & Sell Only	8	No returns

*= Products for Take order only

** = Product for Show 'N' Sell and No Returns

2024 PRIZE PROGRAM

In addition to the standard popcorn prize program (prizes and prize levels are listed on the prize form), Scouts may qualify for the following additional special prizes provided by the WNY Scout Council:

NOTE: ALL PRIZES MUST BE ORDERED BY NOVEMBER 4

SALE PATCH

Every Scout who sells at least one item will receive the 2024 Popcorn Sale Patch. Unit Leaders order the patch through the Camp Masters prize order system.

WEEKLY FILL A SHEET DRAWING

Drawings will be held every Friday from September 6 to October 25 for all Scouts who Fill a Sheet. To enter, Scouts must provide copies of their order forms to the Council office by noon on Friday each week. Order forms must be taken to either Scout Service Center—or emailed to Jim.McMullen@Scouting.org.

\$750 BONUS CLUB Leaders order these prizes through the Camp Masters prize order system. Each Scout who sells \$750 will receive their choice of:

LEGO Friends Adventure Camp Archery Range

Dart Zone Max Solo with 10 Darts

Hanging Hammock with Hardware

\$1,000 CLUB

Scouts who sell \$1,000 worth of product will be entered into a drawing to win one (1) of three (3) \$250 Amazon or Walmart gift cards that will be awarded at the end of the fall sale. Scouts must provide copies of their order forms to either Council Service Center by October 31 to be entered in the drawing.

\$3,000 CLUB

Scouts who sell \$3,000 or more will receive either a specialty Camping Package or Visa Debit Card for 4% of total sales. Example \$3,000 = \$120 debit card.

(Gift cards are rounded up to the nearest \$10. Select only one prize. High Achiever prizes are not cumulative.) Leaders order this prize by sending a completed prize claim form to Jim.mcmullen@scouting.org by Nov 4.

Top Sellers in Each District (based on sales through October 31)

The top selling Scout in each district will receive either:

Maid of the Mist Boat Tour for 4 and a one-night stay at the Doubletree Hotel in Niagara Falls, USA,

or

A free 2025 summer camp session at either Camp Scouthaven or Sam Wood.



COMMISSIONS

Base Commission	30%
Unit sends 2 representatives to June 1 Program Launch, & submits commitment form. (1 who attends Popcorn session and 1 who attends Membership session)	+2%
Unit Kernel attends District Membership and Popcorn Kickoff July 31, Aug 1 or Aug 8	
Unit sells an average of \$500/registered Scout*	+2%
*Unit size is based on the number of registered Scouts in the unit as of July 31, 2024	
Unit increases sale by 25%	+3%
Late Payment (Pay after either due date)	-5%
Show & Sell due October 26	
Take Order due December 6	

Goal Setting

HOW TO SET SCOUT AND UNIT SALES GOALS

A per Scout goal is a lot like a merit badge, or a skill requirement. In Scouting we often tell Scouts that to receive an award they must “do, tell, show, demonstrate, etc.” and of course all Scouts are told to “Do your best.” Our Scouts want to succeed.

The popcorn sale is no different. We simply need to tell them what we mean by success. Use the formula below to help you set unit and Scout goals.

Be sure to ask your Unit Treasurer and Unit Committee to help you prepare your budget and Popcorn Sales goals.

AN EASY GOAL SETTING FORMULA:

- Total dollars your unit plans to spend this year? Unit Budget \$ _____
- Divide the Income needed from the popcorn sale by the popcorn commission.
(34% Average Commission) Unit Sales Goal \$ _____
- Divide the Unit Sales Goal by the number of scouts in your unit: Per Scout Goal \$ _____
- Divide the Per Scout Goal by \$15 average container sales: Per Scout Goal \$ _____

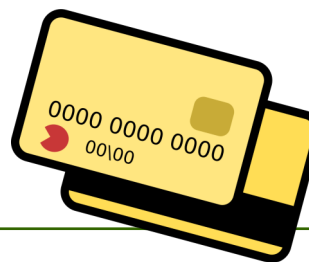
Our Unit Sales Goal: \$ _____ Total Scouts Selling: _____

SOME IMPORTANT THINGS TO REMEMBER ABOUT SETTING SALES GOALS

- Set a Unit Goal
- Set a Per Scout Sales Goal
- Communicate the goals at your Unit Kick Off
- Remind Scouts and parents of the unit and per Scout goal throughout the sale.
- Reward Scouts for achieving their goals.
- Encourage all Scouts and families to participate and achieve the per Scout sales goal.
- Use the Prize Program and local unit incentives to encourage Scouts and families to sell.

Accept Credit Cards During Your Popcorn Sale!!!

Use the integrated *Tap to Pay* sales app and reader-less credit card payment system to increase your Show & Sell and Take Order profits, make it easy for your customers to make payments, and save you the worries of handling cash and checks! Tutorial available soon at wnyscouting.org/resources/popcorn



SHOW & SELL TIMELINE

During Show & Sell, which runs from August 22 to mid October, units sell popcorn in front of businesses or at events. Groups pre-order their popcorn from the Council by July 29 and receive it on August 22 ready for selling.

AUGUST

- Decide with your unit leaders how many Show ‘N’ Sell locations and dates your unit will sell.
- Be sure to only sign up for 4 hour blocks at a time to prevent burnout and boredom by your Scouts.
- Log on to www.campmasters.org, follow the online instructions, and order your popcorn by July 29 (see page 12 for more details).
- Pick up your popcorn at the distribution site (pre-selected sites in Buffalo or Batavia) on August 22. Be sure to bring a large enough vehicle to haul your order and be on time to ensure timely distribution.



SEPTEMBER

- Create a sign-up sheet for your sale dates and have unit parents and youth sign-up for time slots.
- Conduct a Unit Kickoff to train youth on salesmanship techniques and to highlight the product for sale and prizes Scouts can earn. Have Scouts memorize and practice the sales script.
- Store product in a cool and clean location to keep sweeter, coated items from melting.
- Conduct Show ‘N’ Sell events.

OCTOBER

- Conduct Show ‘N’ Sell events
- Make payment to WNY Scout Council and complete any Show ‘N’ Sell returns by October 21.

SHOW & SELL PRODUCT RETURNS — DUE BY October 18

- Please note that Show & Sell returns are capped at 10% of the total quantity of your Show & Sell order.
- No returns are allowed for Buffalo Bills tins or the 6-pack Butter Microwave products.
- The Council will set up a signup link to schedule your unit Show & Sell returns for the afternoon of Oct. 18.

UNIT TIPS FOR A SUCCESSFUL SHOW & SELL

1. Identify a location that has high foot traffic and is safe for the Scouts to participate.
2. Sign your Unit up to accept Credit Card payments for Show & Sell sales.
3. Contact store or event organizer to gain permission to sell popcorn and talk about setup times and dates.
4. Set up a schedule for Scouts with specific times of participation, i.e. 2-4 Scouts per 2-hour shift. Put more extroverted Scouts with introverted Scouts to help build confidence.
5. When you arrive on site:
 - Arrive early and check in with store manager.
 - Clean site.
 - Set up location. Be sure to organize product in a neat and orderly fashion. Do not setup any chairs or tables. *(They create unnecessary barriers between the Scouts and the customers.)*
 - Let the youth do the selling. Its easy for adults to say no to adults but, very tough for adults to say no to Scouts in uniform.
 - Display pictures of Scouting events you have participated in or are planning to attend. Be specific on what you are fundraising for.
 - Display banners advertising your sale and what will be done with the money earned.
 - Be sure to pickup and be done on time. Clean up after yourselves and take all garbage with you.
6. Have the Scouts practice what they are going to say to the customers. Make sure Scouts always mention Scouting in their sales pitch: *“Would you like to support Scouting by purchasing popcorn today? Would you like to help us go to camp by purchasing popcorn today?”*
7. Be sure to have these items on hand: posters, activity displays, tape, product for samples, sample cups, petty cash, and pens.
8. Make sure Scouts are in their uniforms and appear neat and clean.
9. Use any left over product from the Show ‘N’ Sell to fulfill some of your Take Order needs. Just reduce the amount that you order for the Take Order Sale by the amount left over.
10. Always emphasize safety. Review the safety information provided in the sales material and online at www.campmasters.org. Adult supervision is required for all aspects of the sale.



TAKE ORDER TIMELINE

During the Take Order Sale, Scouts travel door to door with order forms collecting orders and return in November to deliver the product and collect money. The Take Order Sale begins in late August and concludes in late October. Orders must be placed using the Camp Masters ordering system no later than October 26 and popcorn can be picked up on November 15 for distribution.

AUGUST

- Pick up popcorn and packet supplies from the Council. Familiarize yourself with all printed materials especially the Popcorn Leader's Guidebook. Additional materials and aids are available at www.campmasters.org.

SEPTEMBER

- Create Unit Level sales incentives in addition to the Council's Prize Program and procure weekly prizes for your Scouts.
- Conduct a Unit Kickoff to pass out order forms and prize vouchers to all unit youth emphasizing the importance of the sale to parents and the benefits the unit and Scouts will receive. Make sure each parent and unit leader are aware of deadlines for handing in popcorn orders, prize orders, bonus prizes and weekly drawings.
- Share and post a chart with your unit goal and individual Scout goals in your meeting place or have it on hand during meetings. As the sale progresses be sure to update the chart.

OCTOBER

- Each week, show the unit goal chart and check on your Scouts progress. Present Unit level prizes and rewards as soon as they are earned. Make sure to collect any Fill a Sheet forms for the weekly drawing and get copies of them to either Council Service Center by noon on Friday each week.
- After the final week of sales, collect all popcorn order forms and prize orders from the Scouts. Total all of the orders onto a single order form to make entering the orders on line simpler.
- Enter popcorn orders and prize orders online following the ordering instructions (pages 12-13). The last day to order popcorn is October 26.

NOVEMBER

- The Council will contact you with link to schedule a pick up time for your popcorn order.
- Pickup your popcorn at your distribution location on November 15. Be sure to bring a large enough vehicle to haul your order and be on time to insure timely distribution.
- Distribute your popcorn to your youth at a prescheduled time. Make sure you have copies of your Scouts order forms.
- Collect payments from your Scouts and make payment to the Council by making one check payable to WNY Scout Council by December 6. Late payments will be assessed a 5% fee.

UNIT TIPS FOR A SUCCESSFUL TAKE ORDER POPCORN SALE

1. Set a unit budget and establish a unit goal
2. Use the “Fund Your Adventure Worksheet” to plan the money you need to earn to have a great Scouting year (*available on Council website at wnyscouting.org/popcorn or on the last page of this guide*).
3. Hold a big Unit Kickoff for the youth to get all materials and GET EVERYBODY EXCITED! All youth should receive the Prize Brochure and Take Order Form. Review all prizes available to the youth. Set per-Scout sales goals.
4. Educate parents of the direct benefits to them—i.e. Billy sells \$x amount and gets to go to camp. Explain why this is such an important fundraiser, state goal, uses, explain High Achiever’s Program, Bonus Awards Program, Achievements that can be earned, etc. Show how this fundraiser gives more back to their Scout than other fundraisers.
5. Have a unit “Blitz Day” where every Scout in the unit goes out selling and whomever sells the most that day gets a prize.
6. Establish a unit prize program in addition to the Council prize program.
7. Write a letter that all of your Scouts can use which explains the popcorn sale and why they are selling, tells the dates of delivery, and explains the benefits for your unit and the Council. Have your Scouts leave a copy of this letter with an Order Form copy at the houses of people who are not home.
8. Ask parents to take Popcorn Order Forms to work to sell to their friends and colleagues.

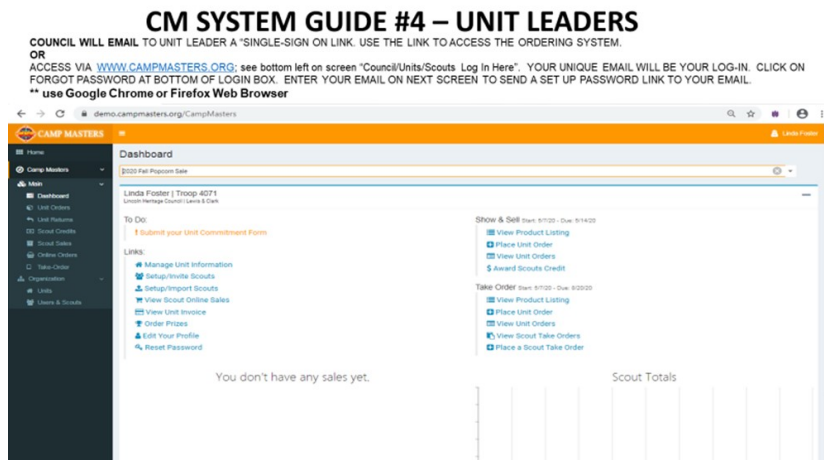


PLACING YOUR POPCORN ORDERS

SETTING UP & PLACING YOUR UNIT'S POPCORN ORDER

When you complete and return your 2023 Popcorn Commitment Form to either Council Office your Popcorn Kernel will receive an e-mail with their Username and Password for the Popcorn system. By following the enclosed link or accessing the Camp Masters website at: www.campmasters.org they will gain access to the new system.

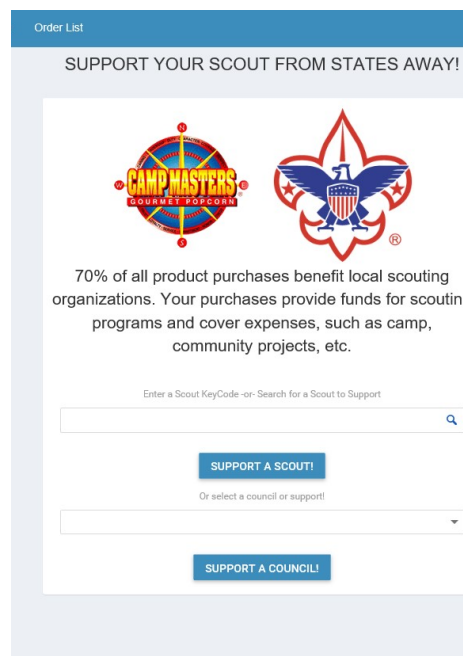
From there Unit Kernels simply follow the STEP by STEP Unit Leaders Guide to set up and place their Unit Order. The Guide is found under the “How to Order” section of the website at: www.campmasters.org/how-to-order-popcorn



ON-LINE ORDERING WEBSITE FOR INDIVIDUAL SCOUT ORDERS

An On-line Ordering System has also been developed to allow Scouts to sell Popcorn to friends and family that live out of the area. This new, fully customizable site provides a secure and safe way for Scouts to sell to a global audience and still get credit for their local sale (including prizes). The Scout can even customize their page with pictures, personal messages, and information about their personal sales goals.

Unit Popcorn Kernels simply follow the STEP by STEP System Guide #5—Scouts found under the “How to Section” section of the Camp Masters website at: <https://www.campmasters.org/how-to-order-popcorn> to set up Scouts for on-line sales. The Scout then receives an e-mail with a link to access their dashboard on Camp Masters. From their the Scout (with appropriate parental guidance) accesses their unique Sales page and customizes it as they see fit! Then it’s just a matter of sending the sale information to friends and family and watch the sales come in.



• 30% Base Commission
+2% = When the average on-line sales of Scouts is \$1,000

EASY STEPS FOR PLACING YOUR UNIT'S POPCORN ORDER CAMP MASTERS POPCORN

ENTER YOUR SHOW & SELL PRODUCT ORDER — Due by July 29

- Please note that Show & Sell returns are capped at 10% of the total quantity of your Show & Sell order, and that no returns are allowed for Buffalo Bills tins or the 6-pack Butter Microwave products.
- Login to the Camp Masters Popcorn system at ordering.campmasters.org and click on Place Unit Order.
- Scroll down the page to see the list of products available and pricing. Type in your order quantity for each item. As you enter the order, the system will show you the total price and total number of cases and containers you are ordering.
- At the bottom of the page you will see a dollar total. If this is correct, select “PREVIEW ORDER”; if not, select “CANCEL” and start over. *SEE PRIZE ORDERING BELOW*
- If “PREVIEW ORDER” is ok, then click “SUBMIT ORDER”. This will send the order to the Council and you will not be able to make changes. If the “PREVIEW” is not ok, you can select “MAKE CHANGE”. This will take you back to your order where you can change quantities and then select “PREVIEW ORDER” again. Once you “SUBMIT ORDER” the system will give you an ORDER NUMBER on the screen—please note this order number for future reference.
- After you “SUBMIT ORDER” you can PRINT a copy for your records. At the top of the page, select “PRINT” key. The form will be displayed in a pdf format; select “PRINT”.
- Once you SUBMIT the order, if you find any errors please do not place a 2nd order, please contact us immediately at 716-512-6207
- When you are finished, please click “LOGOUT”, located on the bottom, right-hand side of the page.

SHOW & SELL PRODUCT RETURNS — Due by October 18

- Please note that Show & Sell returns are capped at 10% of the total quantity of your Show & Sell order.
- No returns are allowed for Buffalo Bills tins or the 6-pack Butter Microwave products.
- The Council will set up a signup link to schedule your unit Show & Sell returns for the afternoon of Oct. 18.

ENTER YOUR UNIT'S TAKE ORDER — Due by October 26

To enter a Take Order, on the left hand navigation bar you will select “**place unit take order**”. You will follow the same basic steps as for “Show ‘N’ Sell” noted above.

POPCORN PRIZES — All units are encouraged to participate in the Prize Program. There are no cash alternatives for Units that do not participate in the prize program.

- Go to: www.kellerprizeprogram.com Enter Council ID: 38oWNY
- Total up each Scouts Take Order sales, their credit for Show ‘N’ Sell sales and their online credit card sales from www.popcornordering.com; then order prizes for each of your Scouts.
- For the \$3,000 Club, please complete the High Achiever Prize form (download from www.campmasters.org) and turn it in to the Council Office by November 4.

INDIVIDUAL SCOUT ONLINE SALES

www.popcornordering.com

This site allows Scouts to sell CAMP MASTERS products to friends and relatives *across the country!* Here are a few key points on how the site works and benefits Scouts and Scouting.

Unit Leader—Steps to sign up Scouts for online selling

Step 1: Go to www.campmasters.org

Step 2: Click “Council and Unit Ordering” - log in using your user ID and password

Step 3: Click on “Admin” at the bottom of your screen (in the middle)

Step 4: Click “Scout” - check the list to see if this is a new Scout, and then click “Add”

You will need to enter all the Scout’s information in the required fields, including a valid e-mail address. Each Scout must have a unique email address. The Unit leader will prompt the Popcorn System to email each Scout his or her setup link.

Step 5: The Scout can now log-in to www.popcornordering.com and e-mail customers their Key Code. The Key Code is used to track Scouts sales and is how they receive credit for all online sales. If they do not give their Key Code to the customer, they will not receive credit for the sale.

Step 6: The Unit Leader and the Scout will each have the ability to log in later to track their online sales.

Step 7: Customers will pay for product online with their credit card and the order will be shipped directly to their home.

Step 8: You will receive credit for your sales from the Council based on the online sales commission structure.

Step 9: The Unit Leader will combine the online sales with traditional popcorn sales to calculate “Prizes”

The screenshot shows the Camp Masters website homepage. At the top, there is a navigation bar with links for "HOW TO ORDER POPCORN", "FAQS", "ABOUT US", "CONTACT US", and "HOME". Below the navigation bar is a banner with the text "SUPPORT YOUR SCOUT FROM STATES AWAY!" and a Scout logo. The main content area features a large yellow starburst graphic with the text "70% OF ALL PRODUCT PROCEEDS BENEFIT LOCAL SCOUTING!". Below this, there is a photo of a Scout in uniform holding a popcorn bucket. To the right of the photo, there are several call-to-action buttons: "CUSTOMERS BUY HERE NOW" (with subtext "Product shipped directly to your home!" and "SAVE ON SHIPPING"), "SCOUT SIGN IN" (with subtext "Track your online sales!"), and "UNIT LEADERS ORDER SALES MATERIALS HERE". At the bottom of the page, there is contact information: "QUESTIONS?? Email us at campmasters@ramseypopcorn.com or call 800.624.2060 • 812.347.2441 or fax: 812.347.3336".

70% of all product sales benefit our local Scouts!!



My prize goal is:
 My popcom goal is:

CHOOSE A PRIZE AND GO FOR IT!

\$5,000 LEVEL 14

- 48 - LEGO Technic Mercedes-AMG F1
- 49 - W4 E Performance
- 50 - Cross Canyon 2 Tent & Footprint
- 51 - Carrera Evolution Mario Kart
- 52 - Carrera Evolution Star Wars
- 53 - Carrera Evolution Star Wars
- 54 - Carrera Evolution Star Wars
- 55 - Carrera Evolution Star Wars



\$4,000 LEVEL 13

- 46 - Adventure Camp Package
- 47 - Bobble Campstove 2+
- 48 - Case Bonesteig Folding Hunter Knife w/ Leather Sheath



\$3,000 LEVEL 12

- 42 - Live Indoor/Outdoor Bluetooth Solar Speakers
- 43 - LEGO City Modular Space Station
- 44 - Coleman Sundome 4 Person Tent



\$2,250 LEVEL 11

- 39 - LEGO Friends Castle Bed and Breakfast
- 40 - LEGO Friends House
- 41 - Foldable Drone



\$1,750 LEVEL 10

- 38 - Youth Pickle Ball Set
- 39 - HEXBUG BattleBots Arena
- 40 - HEXBUG BattleBots Arena
- 41 - The North Face Summit Backpack



\$1,250 LEVEL 9

- 33 - LEGO Batman - Batcycle
- 34 - Swiss Army Fieldmaster Knife
- 35 - Yankee Tracker Set w/ Rechargeable Batteries



The WNY Scout Council also offers these great local prizes to help Scouts meet their sales goals:

Weekly Fill A Sheet Prize

Each Friday throughout the sale one Scout will earn a \$25 Scout Shop gift card. Drawings will be held each Friday afternoon from Sep 6 to Oct 25 for all Scouts who Fill a Sheet. To enter, Scouts must provide copies of their order forms to the Council office by noon on Friday each week. Order forms must be taken to either Scout Service Center—or emailed to Jim.McMullen@scouting.org in time for each weekly drawing. Scouts are allowed multiple entries in this category.

\$1,000 Club

Scouts who sell \$1,000 or more will be entered into a drawing for one of three \$250 Amazon or Walmart gift cards that will be awarded at the end of the fall sale. Scouts must provide copies of their order forms to either Council Service Center by Oct 31 to be entered in the drawing. Sales totals can include take-order, show & sell, and online sales.

The Top Council Seller and Each District Top Seller (based on sales through Oct 25)

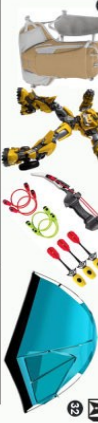
The top selling Scout in each district will receive either:
 Maid of the Mist Boat Tour for 4 and a one-night stay at the Doubletree Hotel in Niagara Falls, USA, or
 A free 2025 summer camp session at either Camp Scouthaven or Sam Wood.



Scan the QR Code to the left for a detailed description of the prizes or visit: www.kellerprizeprogram.com

\$1,000 LEVEL 8

- 28 - Hydration Pack - 2L
- 29 - Bumblebee Robot Kit
- 30 - Adventure Duffel Bag w/ Bow
- 31 - 20 Person Waterproof Tent
- 32 - Grab Bag G



\$750 LEVEL 7

- 23 - Telescope - 40X Magnification
- 24 - 40X Magnification
- 25 - Hacking Mechanics Vesp
- 26 - Assorted Colors
- 27 - Grab Bag F



\$500 LEVEL 6

- 18 - Light Saber w/ Stand
- 19 - 5pc Stainless Steel Mess Kit
- 20 - Adventure Duffel Bag w/ Case
- 21 - 4pc BSA® Branding Kit
- 22 - Grab Bag E



\$400 LEVEL 5

- 13 - Multi Foot Flashlight
- 14 - Magic Sand Set w/ 6 Modes
- 15 - W/ BSA® Branding Case
- 16 - Campin' Plane w/ Decorative Stickers
- 17 - Grab Bag D



\$300 LEVEL 4

- 9 - Dry Bag - 5 Liter - Yellow
- 10 - BSA® Branding Case
- 11 - 4x20 Binocular w/ Case
- 12 - 6-Struffed Animal - Goat



\$200 LEVEL 3

- 6 - First Aid Kit w/ Waterproof Case
- 7 - Camo Backpack w/ BSA® Branding
- 8 - BSA® Branding - Assorted Colors
- 9 - Vaseline® Petroleum Jelly



\$100 LEVEL 2

- 1 - Fire Starter and Steel Whistle
- 2 - Tony Hawk Toy Skateboard
- 3 - Compass Thermometer Whistle
- 4 - Highlighter Scout - 4 Color Highlighter w/ Retractable Computer Brush



LEVEL 1

- 0.1 - Popcom Sale Patch
- 0.2 - Sell Boy Item
- 0.3 - Sell One Military Donation
- 0.4 - Sell One Online Order
- 0.5 - Sell One Popcom



\$750 Bonus Club

Scouts who sell \$750 in product will receive their choice of:



Scout Name:	Prize Description	Quantity

List all patches, pins, and prizes earned above and turn in to your Unit Leader

CAMP MASTERS 2024
 High Achiever Prizes
 \$3,000 & Up Club



- Camping Package!
- 2-Person Waterproof Tent, 2L Hydration Pack, 6 in 1 Camp Tool (Including meat fork, spatula, baster brush, knife, bottle opener, corkscrew and case), 5pc Stainless Steel Mess Kit w/bag, and an Aluminum Safety Flashlight - OR Visa Debt Card for 4% of total sales.

Example: \$3000 = \$120 debit card.
 Visa Debt Cards will be rounded to nearest \$10.
 CM High Achiever prizes are **not** cumulative.
 Select only **ONE** prize. See prize form for more details at campmasters.org.

DID YOU KNOW?
 Scouts Online Sales at PopcomOrdering.com towards your prizes!
SELL \$400 ONLINE
EARN \$10 GIFT CARD!

Western New York Scout Council
www.wnyscouting.org
 Council ID: 380WNY
 For Popcom Related Questions:
 Council Office: (716) 891-4073
 For Prize Related Questions
 GCC/Keller Marketing: (888) 351-8000

GUIDELINES to Select Prizes

- (1) Prizes earned based on individual sales. No combining of sales with other Scouts.
- (2) Sell any item & receive the Popcom Sale Patch.
- (3) Sell \$90 or more & select a prize from the level you achieve or select prizes from the lower levels as long as the total of the prize levels does not exceed the prize level achieved. Example: If you sell \$825 in popcom, you may select ONE prize from the \$825 Level or ONE prize from the \$325 Level and ONE prize from the \$250 Level.
- (4) Parent's permission is required to order a knife.
- (5) All prizes will ship to your Unit Leader.
- (6) If a prize is no longer available a substitute of equal or greater value will be shipped.
- (7) Turn in your prize order with your popcom order.



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:		This Month's Total:		This Month's Total:	

DECEMBER		JANUARY		FEBRUARY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:		This Month's Total:		This Month's Total:	

MARCH		APRIL		MAY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:		This Month's Total:		This Month's Total:	

JUNE		JULY		AUGUST	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:		This Month's Total:		This Month's Total:	

2

ANNUAL COSTS:
 Enter other annual Unit expenses:

Registration & Insurance	
Advancements	
Uniforms	
Scholarships	
Other Expenses	
Annual Total:	

3

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

Number of Selling Scouts in your Unit:	
Your Unit's Commission	
Expenses	

Unit Sales Goal	
Scout Sales Goal	

How to have a GREAT Sale



It's as EASY as 1-2-3!

Set a goal! - Pick a prize you want and go for it!

Be safe and smart! - POPCORN SAFETY TIPS

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

POPCORN SALES TIPS - Ten ways to make a popcorn sale

Ask your parents • Ask your relatives • Knock on your neighbor's door • Ask your parents' 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 • Visit businesses around your town for a corporate sale • Remind everyone Popcorn makes great holiday gifts!

Great Reasons to Sell Popcorn!!!

- ★ Everybody loves Popcorn!!
- ★ Popcorn is popular and 3 out of 4 people will buy when asked.
- ★ Prizes for your Scouts, and they love to earn prizes!!
- ★ 3 Ways to Sell – Door-to-Door/Take Order • Show and Sell • Online
- ★ Your Unit can raise enough funds for an entire year's program.
- ★ Scouts build confidence, self esteem, learn life skills, goal setting, and how to earn their own way.
- ★ Money raised stays local to support Scouts, Units and Council programs.



Western New York Scout Council

www.WNYScouting.org
(716) 891-4073 or (585) 343-0307

www.wnyscouting.org