




# 2024 WNY Scout Council Popcorn Sale

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## How Do Scouts Benefit?

- Build Self-Confidence
- Build Self-Esteem
- Teaches the Scouts how to communicate a message to adults
- Teaches the Scouts how to communicate with other youth
- Helps with Advancement in Cubs and Scouts BSA
- The Scout can appreciate **earning their own way**



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## Key Steps To a Successful Sale:

- Plan your annual program & budget
- Set a Unit and Per Scout Goal
- Educate your Scouts and parents
- Hold an Exciting Unit Kickoff
- Use All 3 Sales Methods – Show & Sell, Take Order, and Online Sales
- Have Fun & Keep the Excitement Going – Weekly Unit Prize Program and/or Incentives

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## Plan for Success!

- **Know your UNIT 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!
- **Get FULL PARTICIPATION from all families!!**

**[wnyscouting.org/resources/popcorn](http://wnyscouting.org/resources/popcorn)**

UNIT LEADERS		ANNUAL UNIT OPERATING BUDGET		UNIT INFORMATION	
Chartering Year	Unit Number	Year	Unit	Year	Unit
2024	1001	2024	1001	2024	1001
		<b>ANNUAL BSA EXPENSES</b>			
		Direct	Indirect	Total	% of Total
		8,000.00	1,000.00	9,000.00	100%
		<b>GENERAL EXPENSES</b>			
		1,000.00	1,000.00	2,000.00	
		<b>EVENTS</b>			
		1,000.00	1,000.00	2,000.00	
		<b>ACTIVITIES</b>			
		1,000.00	1,000.00	2,000.00	
		<b>CAMP FEES</b>			
		1,000.00	1,000.00	2,000.00	
		<b>UNUSUAL EXPENSES</b>			
		1,000.00	1,000.00	2,000.00	
		<b>UNIT POPCORN SALES GOAL:</b>	\$ 22,000.00	<b>SALES:</b>	\$ 22,000.00
		<b>BUDGET:</b>	\$ 22,000.00	<b>Per Scout Goal:</b>	\$ 220.00

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# Plan for Success!

## Use all 3 ways to sell for maximum results:

- **Show and Sell**
  - Establish sales locations at local storefronts or special events
  - May have a limited number of items vs. those on Take Order
  - Average \$65-\$150 per scout hour (2-3 Scouts/location)
- **Take order Door to Door / Wagon Sales**
  - Use the Take Order Form in the Family Guide
  - Take Pre-Order/Show and Sell products if you can
  - Average \$200-\$400 per scout hour
- **Sell Online at [www.popcornordering.com](http://www.popcornordering.com)**
  - Reach out for support from the comfort of your home
  - Zero risk for Units and doesn't impact other activities
  - Average online sale >\$60 in 2023!



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# Show and Sell

This year we may continue to be faced with:

- If they say corporate policy, ask for a name and phone number or email address.
- Ask if you can set-up in a location that doesn't interfere with the policy.
- Bring a Scout with you to ask and explain how they fund their year and help the community.

**WE WILL BE SUCCESSFUL!**



SAMPLES

#### 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
- Emphasize this is a LOCAL fundraising event
- May need to have music or some other attention getter due to allowed setup location

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## Show & Sell

- Outreach to traditional Show and Sell locations
  - Smaller, local locations have been much more willing to work with us
  - Personal outreach is the key, think local not “big box”
- Creative Ideas
  - Put a tent up in the back parking lot of store
  - Drive through Show and Sell
  - Sell out of the back of unit trailer or vehicle

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## Take Order

Door to Door Sales net the highest sales dollars per hour!





- Coach Families/Scouts to approach the houses on their block as a start
- Have Scouts practice their 'sales pitch'
- Promote a set presentation and be in Class A uniforms so Scouts are recognized
- Schedule community 'blitz days' to get all families involved
- 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 \$250-\$400 per Scout Hour!**


Best Practice: Collect Money at point of sale

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## Door-to-Door & Show and Deliver


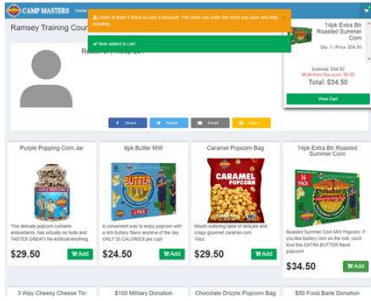


- Sell to the People Scouts are already safely interacting with
  - Family members
  - Immediate Neighbors & local neighborhoods
  - Parents' Workplace
- Creative ideas:
  - Door hangers – leave behind for people not home or if they don't want direct contact with others – drives them to call and place order and order on-line
  - Place order forms in Mom or Dad's office (hard copy or digital)
  - Schedule Blitz Days to get all families started on the sale

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## 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 2023 was more than \$60.00!**

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## On-line Sales

- Sell Popcorn to family and friends out of the area
- Product is shipped directly to buyer's door
- Counts toward the Prize Programs
- System goes live August 1st!
- The safest and easiest way that EVERY Family can sell even if they aren't comfortable with other methods

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## Unit Sales Kickoff!






- **Plan & Conduct a KICK OFF!**
  - **COMMUNICATE** the goal
  - **SHARE** the plan in person
- **Make It FUN!**
  - **What It means for the Scouts**
  - **Skits to emphasize training**
  - **Practice the 'sales pitch' focused on helping the Scout fund their program**
  - **Talk about the Prizes and affect of reaching Goals**
- **Focus on SKILL DEVELOPMENT**
  - **Public Speaking Skills**
  - **Goal Setting**
  - **Personal Responsibility**

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## 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

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## Council Sponsored Prize Program

- All Scouts choose a prize from the Camp Masters flier based on their sales totals
- **Weekly Fill A Sheet Drawing** – September 6 – October 25
- **\$750 Club** – Scouts choose 1 of 3 special prizes
- **\$1,000 Club** – Scouts will be entered to a \$250 Gift Card
- **\$3,000 Club** – Camping Package or Visa Debit Card = 4% of his or her sales total
- **Top Seller – Council & Each District** – Maid of the Mist Boat Tour and one-night hotel stay at the DoubleTree in Niagara Falls **Or** Free 2025 Summer Session at either Camp Scouthaven or Camp Sam Wood

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# 2024 Prize Program



**My price and my popcorn goal is:**

My price: \_\_\_\_\_

My popcorn goal is: \_\_\_\_\_

## CHOOSE A PRIZE AND GO FOR IT!

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

Camping Package!  
 2-Nerson Waterproof Tent, 20-Instant Pack, 6 in 1 Camp Tool including most fork, spatula, bottle brush, knife, bottle opener, coffee/tea and caddy, Spc Stainless Steel Mess Kit including 6pc Aluminum Safety Flashlight, OR Visa Debit Card for 4% of total sales.

High Achiever prizes will be awarded to members \$300, \$400 High Achiever prizes are most cumulative. Select only ONE prize. See prize form for more details at campmasters.org.

**DID YOU KNOW?**  
 Scouts Online Sales at [PopcornOrdering.com](http://PopcornOrdering.com) count towards your goal!

**SELL \$400 ONLINE amazon. EARN \$10 GIFT CARD!**

**Western New York Scout Council**  
 Council ID: 360WNY  
 For Popcorn Related Questions: Council Office: (716) 891-4073  
 For Prize Related Questions: GCOC/Unit Marketing: (888) 351-8800

**GUIDELINES to Select Prizes**

- (1) Prizes awarded based on individual sales, not cumulative of sales with other Scouts.
- (2) Sell any item to receive the Popcorn Sale Patch.
- (3) Sell \$200 to receive your choice of prize at the \$300 level.
- (4) Sell \$400 to receive a prize at the \$400 level.
- (5) If you have not yet achieved or select prizes from the lower levels as long as the total of the prize levels that you select the prize you achieved. Example: If you sell \$300 popcorn, you may select ONE prize from the \$300 Level or ONE prize from the \$200 Level.
- (6) Prizes presentation is required to order a knife.
- (7) All prizes are shipped to your unit leader.
- (8) If a prize is no longer available a substitute of equal or greater value will be shipped.
- (9) Turn in your prize order with your popcorn order.

**The WHY 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 4:00 PM to 5:00 PM 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@wyscouting.org](mailto:Jim.McMullen@wyscouting.org) in time for each weekly drawing. Scouts are allowed multiple entries in the 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 sale.  
 To enter: Scouts must provide copies of their order forms to either Council Service Center or emailed to [Jim.McMullen@wyscouting.org](mailto:Jim.McMullen@wyscouting.org) in time for each weekly drawing. Scouts are allowed multiple entries in the category.

**The Top Council Seller and Each District Top Seller** (based on sales through Oct 25)  
 This top selling Scout in each district will receive either:  
 Host of the Mini Boat Trip for a 4 and a one-night stay at the Doubletree Hotel in Niagara Falls, USA, OR  
 A 4 x 4 2025 summer camp session at either Camp Southaven or San Wood.

Scan the QR Code to the left for a detailed description of the prizes or visit [www.hellopopcornprogram.com](http://www.hellopopcornprogram.com)

Level	Prize Description	Price/Prize	Total Sales	Quantity
\$1,000 LEVEL 1	1. 4x4 Tent, 20-Instant Pack, 6 in 1 Camp Tool including most fork, spatula, bottle brush, knife, bottle opener, coffee/tea and caddy, Spc Stainless Steel Mess Kit including 6pc Aluminum Safety Flashlight, OR Visa Debit Card for 4% of total sales.	\$3,000		1
\$750 LEVEL 2	2. 2-Nerson Waterproof Tent, 20-Instant Pack, 6 in 1 Camp Tool including most fork, spatula, bottle brush, knife, bottle opener, coffee/tea and caddy, Spc Stainless Steel Mess Kit including 6pc Aluminum Safety Flashlight, OR Visa Debit Card for 4% of total sales.	\$750		1
\$500 LEVEL 3	3. 1-Nerson Waterproof Tent, 20-Instant Pack, 6 in 1 Camp Tool including most fork, spatula, bottle brush, knife, bottle opener, coffee/tea and caddy, Spc Stainless Steel Mess Kit including 6pc Aluminum Safety Flashlight, OR Visa Debit Card for 4% of total sales.	\$500		1
\$250 LEVEL 4	4. 1-Nerson Waterproof Tent, 20-Instant Pack, 6 in 1 Camp Tool including most fork, spatula, bottle brush, knife, bottle opener, coffee/tea and caddy, Spc Stainless Steel Mess Kit including 6pc Aluminum Safety Flashlight, OR Visa Debit Card for 4% of total sales.	\$250		1
\$100 LEVEL 5	5. 1-Nerson Waterproof Tent, 20-Instant Pack, 6 in 1 Camp Tool including most fork, spatula, bottle brush, knife, bottle opener, coffee/tea and caddy, Spc Stainless Steel Mess Kit including 6pc Aluminum Safety Flashlight, OR Visa Debit Card for 4% of total sales.	\$100		1
\$750 Bonus Club	6. 1-Nerson Waterproof Tent, 20-Instant Pack, 6 in 1 Camp Tool including most fork, spatula, bottle brush, knife, bottle opener, coffee/tea and caddy, Spc Stainless Steel Mess Kit including 6pc Aluminum Safety Flashlight, OR Visa Debit Card for 4% of total sales.	\$750		1

List All Prizes, How, and Prizes Awarded Above and Below to your Unit Leader.

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# Resources

## wnyscouting.org/popcorn



- Popcorn Leaders Guide
- Unit Popcorn Kernel Registration
- Popcorn Kickoff Presentation
- Scout Upload Template
- Unit Kick-Off Template
- Unit Initial Order Product Projection Tool
- Show and Sell Location Request Letter
- Door Hanger Template
- Credit Card & App Sales info
- High Achiever Prize form
- Popcorn Facebook Page

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## Training Videos

Share with Scout families the many videos available at [www.campmasters.org](http://www.campmasters.org)

- Placing a Unit Order
- Unit Leader Smartphone Access
- Unit Leader Send Scouts Sign on Link
- Scout Registration with Parent Or Guardian Email address
- Scout registration with scout email address
- Complete your Scout profile in CM
- Sales for Scouts

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## Camp Masters Social Media



**CAMP MASTERS Units, Parents & Scouts**  
Private group · 120 members

**CAMP MASTERS Councils & Unit Leaders**  
Private group · 56 members

*Join for Ideas and Contests*

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# Ordering System

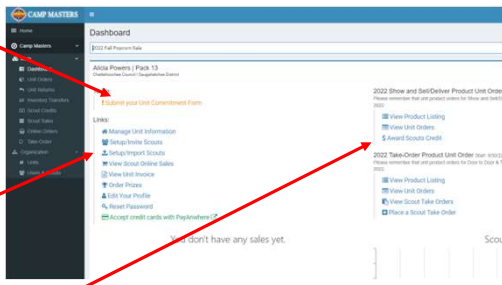


- You must sign up by completing a Unit Commitment Form
- Receive CAMP MASTERS System sign-on link
- Setup/Import Scouts or Scouts can self register


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## Login Now to Use the System

- **Become familiar with the Popcorn System**
  - Where do I commit to the sale (do it now!)
  - Where do I enter orders
  - How do I manage Scouts
  - Reports availability
- **Set Up your Sale In the System**
  - Cleanup your Scout information
  - Scouts moving to new Unit can transfer themselves to that Unit
  - Add any new Scouts
- **Tracking Scout S&S Credits and Take Order Sales**
  - Units apply S&S Credits Manually to Scout
  - Scout credits reflect as running total
  - Will Scouts enter their Take Order Information on own or will Unit?



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## Key Steps To a Successful Sale:

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## Key Dates

**June 1 – Turn in Unit Commitment Form with Kernel Contact Info**

**July 29 – Unit Show & Sell Orders Due**

**July 31, August 1 & 8 – District Popcorn & Membership Workshops**

**August 22 – Show & Sell Distribution in Batavia & Buffalo**

**October 18 – Show & Sell Returns**

**October 26 – Unit Take Orders and Show & Sell Payment Due**

**November 4 – Prize Orders Due**

**November 15 – Take Order Distribution in Batavia & Buffalo**

**December 6 – Final Popcorn Payments Due**

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