Funding Our Scouting Adventure!

2020 Popcorn Sale Kickoff
2019 Sales Facts

• $492,833 in sales - $344,983 Return to Scouting!

• 172 Units participated

• We are seeing Less Scouts participate
  – Single greatest way to Earn Your Way
  – How do we get more Scouts to participate?

Our Average per Selling Scout = $200

Our Average per Selling Unit = $2865.31
Insights from 2019

- Consumers showed willingness to support Scouts and Scouting at higher dollar levels

- On-line sales are growing Nationally, a key area for success in 2020!

- 52% of our registered Scouts participate in the sale
  - So, what is your unit participation?
  - More Scouts participating = more money for your program

- Units using CAMP MASTERS Sales Training & Approach achieved double digit growth in their sales
  - Trained Scouts are more confident & perform better
  - Get more YES’s

- All things being recognized, in 2020 we must be prepared to approach our campaign differently and that means selling more via online sales and door to door
• All Online Orders include FREE shipping with every purchase!

• Increased Product Options and Bundles available Online!

• How-to Videos to improve System use-ability

• Some packaging changes to provide more product and increase consumer perception
  – Small Caramel in a color bag with more product, will promote trade-up and/or give consumers more product

• Scouts can conduct Take Order via digital Scout Orders and create a soft-app to access from their hand-held device automatically!

• No removal of product categories due to COVID concerns!
Our Timeline and Dates

*Make sure to check the Leaders Guide for all your dates and information*

- 1\textsuperscript{st} Aug – Online Sales Begin
- 1\textsuperscript{st} Sept – Take Order Sale Begin
- 26\textsuperscript{th} Oct - Payment Due for Show and Sell
- 26\textsuperscript{th} Oct - Unit Take Orders Due to Council
- 13\textsuperscript{th} Nov - Take Order Distribution
- 13\textsuperscript{th} Nov - All Payments Due
The 2020 Product Lineup!

OVER 70% OF EACH DOLLAR GOES TO LOCAL SCOUTING

**Support the Military and Scouting Too!**

**$30 Military Donation**

**Z2**

*Chocolate Caramel Crunch with Almonds, Pecans, and Cashews*

Buttery caramel popcorn coated with nuts and rice哲 Du - 12 oz. can - $25

**$60**

**ZA**

*Chocolate Treasure Tin*

A Chocolate Caramel Crunch with Almonds, Pecans, Cashews, and Hazelnuts - 16 oz.

**$45**

**ZB**

*Premium Tin*

A 1-gallon tin of Malt Shoppe Popcorn, perfect for sharing - 1 gallon

**$25**

**ZC**

*3-Way Cereal Mix*

Celebrate Scouting with a 3-way cereals: Popcorn, Rice Crisp, and Puffed Corn - 12 oz. can - $35

**$5**

**E**

*Susquehanna Caramel Popcorn Tin*

Caramel popcorn with nuts - 8 oz. can - $25

**MM**

*2 Pack Movie Theater Extra Butter Microwave Popcorn*

Microwave popcorn with extra butter and rice哲 Du - 2 x 4 oz. cans - $5

**$25**

**YY**

*Chocolate Drizzled Caramel Popcorn*

Butter popcorn drizzled with chocolate - 6 oz. bag - $20

**$25**

**V**

*Purple Popping Corn Jar*

This unique popcorn is perfect for adding color to your popcorn - 6 oz. jar - $12

**$10**

**G**

*16 Pack EXTRA BUTTER Roasted Sunflower Corn*

Extra butter roasted sunflower corn - 16 x 1 oz. cans - $15

**$15**

**NN**

*White Cheddar Cheese Tin*

Cheesy goodness of White Cheddar on Lightly Oven-Baked Popcorn - 8 oz. can - $5

**$15**

**YY**

*2 Pack Sweet & Salty Kettle Corn Microwave Popcorn*

A mix of sweet and salty - 14 oz. can - $15

**$15**

ALL PRODUCTS TRANS FAT FREE and NON-GMO POPCORN

- Contains Antioxidants & Virtually Hulless!
- Feather Light / Low Calorie

Thank you for supporting Scouting!
**Products for Show and Sell**

- **3 Way Cheesy Cheese Tin** - $35
- **Supreme Caramel Crunch** - $25
- **22 Pack Movie Theatre Extra Butter Microwave Popcorn** - $25
- **12 Pack Sweet & Salty Kettle Corn** - $15
- **14 Pack Extra Butter Roasted Summer Corn** - $15
- **Purple Popping Corn** - $12
- **Caramel Corn** - $10
- **Trail Mix** - $20
- **$30 Military Donation**
2020 Commissions and Incentives

Online Sales
• 30% Straight Commission

Show and Sell
• 31% Base Commission,
• 2% Bonus Commission for doing the following:
  • Participate in Kickoff/Training Event
  • Pay for and return any unsold product by **October 26, 2020**
  • Submit an Annual Calendar and Budget to Council Office (Don’t forget to share with your parents).
  • Submit an updated roster of your scouts in your unit.

Take Order Sales
• 31% Base Commission,
• 2% Bonus Commission for doing the following:
  • Participate in Kickoff/Training Event
  • Pay for product by November 13, 2020
  • Submit an Annual Calendar and Budget to Council Office (Don’t forget to share with your parents).
  • Submit an updated roster of your scouts in your unit.
Let’s Plan for Success in 2020!

Let’s face it 2020 has been a challenging year thus far, but we’re not going to settle! We all fund our programs with this campaign so let’s 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 2019!

• **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)
Online Sales

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

- Online selling allows us to expand our reach and conduct sales in the safest manner available.
- 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
- No additional shipping fees for consumers!
- Social Media links built into the Scout’s account
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
Show and Sell

This year we may 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

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
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!
Scout Recognition

- Scouts begin earning prizes from their very first sale
- Other prize levels range from $75 in sales through $5000 in sales
- Fill-a-Sheet Drawings – we will have 3 drawings throughout the sale for Scouts to recognize Scouts who fill up their sales sheet
- $600 Club – Scouts who sell $600 or more will be invited to participate in your Districts $600 Club party.
- $3000 and above in sales qualifies a Scout for the High Achiever Prizes later in the presentation
2020 Council Prize Program

**CHOOSE A PRIZE AND GO FOR IT!**

Scouts can qualify for BOTH standard prizes AND an additional CAMP MASTERS High Achiever Prize.

### 2020 Council Prize Program

#### 2020 Council Prize Program

- $9,500 Club
  - 1st Place: King Maker Kit
  - 2nd Place: $2,000 Gift Card
  - 3rd Place: $1,000 Gift Card
  - 4th Place: $500 Gift Card

- $5,500 Club
  - 1st Place: $2,000 Gift Card
  - 2nd Place: $1,000 Gift Card
  - 3rd Place: $500 Gift Card

- $2,000 Club
  - 1st Place: $1,000 Gift Card
  - 2nd Place: $500 Gift Card

- $1,000 Club
  - 1st Place: $500 Gift Card
  - 2nd Place: $250 Gift Card

- $500 Club
  - 1st Place: $250 Gift Card

### Camp Masters 2020 High Achiever Prizes

- **$2,000 & Up Club**
  - NEW Camping Package: 2-person water resistant tent, 6-in-1 folding table with case, hammock, cooler chair, backpack, camp stove, with two burners, Bluetooth speaker, and lanterns OR Use to publish for 5% of total sales.

  **Example: $500 x 3150 = $157.50**

- **$150 & Up Club**
  - **NEW Prize:** Best in Show Award at Camp Masters 2020

### Did You Know?

- Prizes total 7x more value than the $500 online donation.

### Sell $400 Online and Earn $10 Gift Card!

### Buckskin Council

- www.buckskin.org
- Council ID: 61718

For Popcorn Related Questions:
- Council Office: (360) 365-5599
- For Prize Related Questions:
  - OCC-vector Marketing: (866) 551-6800

### Guidelines to Select Prizes

1. Prizes must be within a category of $500 or more.
2. Prizes are awarded based on a combination of the following factors::
   - Popularity
   - Value
   - Overall Sales
   - Amount of Sales
   - Number of Sales
   - Total Sales
   - Average Sales

3. Prizes are awarded based on a combination of the following factors:
   - Popularity
   - Value
   - Overall Sales
   - Amount of Sales
   - Number of Sales
   - Total Sales
   - Average Sales

4. Criteria for selecting prizes may vary from year to year.
5. If a prize is not sufficient, a combination of cash and prizes may be awarded.
6. Prizes and cash are awarded at Camp Masters 2020.
7. Prizes and cash are awarded at Camp Masters 2020.
8. Prizes and cash are awarded at Camp Masters 2020.
10. Prizes and cash are awarded at Camp Masters 2020.
2020 CAMP MASTERS
High Achiever Prizes

$3,000 Sales Achievement – Choose the NEW Camping Package OR Visa Debit Card

Camping Package (2 person water resistant tent, 6-in-1 Grilling tool w/ case, Hammock, Cooler Chair Backpack, Camp Stove w/ two burners, Bluetooth Speaker w/ Powerbank & Lantern.)

Reward equaling 5% of Total Sales. Example: $3,000 would equal $150 Debit Card. Debit cards are rounded to the 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
Achieving Your Goal for a Great Scouting Program
Steps to Success

Simple Action Items to have the Best Sale possible!
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

- Take extra time to train all participating
  - Keeping eye contact is paramount, and it accentuates your professionalism

- For this year only, it is 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

• Be able to **COMMUNICATE** the goal to everyone on board
  – What it means for the Scouts
  – What it means for the families

Download at http://campmasters.org/sales-tools/
Step #2

• **Conduct a KICK OFF!**
  - **COMMUNICATE** the goal
  - **SHARE** the plan

• **Make it FUN!**
  - What it means for the Scouts
  - Skits to emphasize training
  - Talk about the Prizes

• **Focus on**
  **SKILL DEVELOPMENT**
  - Public Speaking Skills
  - Goal Setting
  - Personal Responsibility
Step #3

Train your Scouts!

- 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
Campmaster’s Mobile App Tutorial
Create a CAMP MASTERS Scout App

Your Scouts can conduct Take Order 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
- Reduces paperwork
- Able to mark whether paid and/or delivered!
- Replace demo information with actual Scout’s account login
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)

Copyright and do not publish on the internet
Just Remember

- Neighboring communities may not have Scouts, but they’d love to see and support you!
- Attitude affects Aptitude
- Sell what we all believe in – SCOUTING!
- Scouts in Class A Uniforms, represent Scouting well!
- Scouts using the suggested Sales Presentation don’t have to think about what to say
- Your Scouts looking adults in the eye and speaking directly to them, show consumers respect and will blow them away with what they represent
- Most of all, celebrate your participating Scouts as they earn their way!
Goal of a Unit Kick-Off

In 2020 it is more important than ever 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

= More Scouts Selling and a Better Program for your Unit

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

- 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
- 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
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
UNIT SUPPORT

<table>
<thead>
<tr>
<th>District</th>
<th>District Executive</th>
<th>District Kernel</th>
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<tbody>
<tr>
<td>Adena</td>
<td>Carl Sullivan 304-523-3408</td>
<td>Melanie Young 606-928-4903</td>
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<tr>
<td>Chief Cornstalk</td>
<td>Billy Bryant 304-687-0476</td>
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<tr>
<td>Kootaga</td>
<td>Michael Cidor 814-860-1562</td>
<td>John Shepard 304-588-2849</td>
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<tr>
<td>Mt. Dominion</td>
<td>Trey Aliff 304-308-0405</td>
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<tr>
<td>Seneca</td>
<td>David Leckie 304-542-5071</td>
<td>Barry Spurlock 681-220-0564</td>
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<tr>
<td>Shawnee</td>
<td>Larry Wunderly 304-340-3663</td>
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</tbody>
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If you have questions about placing your orders, contact Becky at the Scout Service Center 304-340-3663 or Michael Cidor at 814-860-1562

www.campmasters.org
Where can I find information about the sale?

www.buckskin.org/popcorn
www.campmasters.org
Questions?