

PRODUCT SALE

PARENT & LEADER GUIDE



With new products inside! →

BUCKSKIN COUNCIL FALL 2026



New Year ... New Product Sale

The Buckskin Council Product Sale is coordinated on behalf of your unit to support your efforts in providing a fun, well-rounded Scouting program to youth in your area. Each dollar raised in the sale means fewer out-of-pocket expenses for your families. Most importantly, each participating Scout learns valuable life skills such as goal setting, time management, money handling, communication, and perseverance.

This guide is designed to help Product Chairs prepare for a successful sales season. There are some changes to this year's sale, so be sure to read on for the most up-to-date tools and strategies available to help your unit thrive. Let's make this the best sale yet!

In this guide, you'll find information on the following:

- Product Options
- Sale Types and Selling Strategies
- Ordering
- Delivery/Pickup
- Inventory
- Commission and Payment
- Prizes
- Product Sale Calendar

Check out the Appendix too!



Fundraising to Fit Your Unit's Needs

Every unit is different and your approach to the product sale should reflect that. Buckskin Council is partnering with both Camp Masters and Country Meats again to continue providing your unit with the greatest flexibility with the sale.

Your Choice:

- Popcorn, Meat Sticks, or **BOTH**
- Show and Sell, Take Order, or **BOTH**
(plus Direct Order with popcorn!)
- Show and Sell Storefronts or Door-to-Door or **BOTH**
- Consumable Products and Donations



With both companies, units will be able to offer, at different price points, a range of sweet and savory products that appeal to a wider audience of supporters.

You know your Scouts and community; it is our goal to provide you with enough product sale information and support so that you can decide what options will bring your unit the greatest success.



Product Options

CAMP MASTERS

GOURMET POPCORN

Camp Masters has simplified their line of products this year. Several products have been discontinued, and every product available for Take Order is available for Show and Sell!



Product		Symbol Code	Case Qty	Retail Price Each
	Chicago Style Snack Attack Tin	JK	1	\$ 50.00
	18 pk Movie Theater Extra Butter Microwave Popcorn	MM	6	\$ 30.00
	12 pk Extra Butter Roasted Summer Corn	G	6	\$ 20.00
	Sea Salt and Dark Cacao Sunflower Seeds	DC	6	\$ 20.00
	Cinnamon Crunch Bag	KT	12	\$20.00
	12 pk Sweet & Salty Kettle Corn Microwave Popcorn	YY	6	\$ 20.00
	White Cheddar Cheese Bag	ZD	12	\$ 20.00
	Purple Popping Corn Jar	V	6	\$ 15.00
	Caramel Popcorn Bag	DD	12	\$ 15.00

Product Options



Country Meats is back with their 5-stick multipacks that are great for on-the-go adventures and, for the first time ever, they will be **offering a product unique to Buckskin Council!** Country Meats, in partnership with our council, has created a variety pack of 5 unique flavors: **Old #9, Bold Teriyaki, Pepperoni, Sweet Maple Bacon, and Sweet Annie Brown.** The variety pack is sure to have something for everyone!

Each multipack and variety pack contains 5 great-tasting pork meat sticks containing:

- 9 grams of protein
- only 70 calories!
- 1-4 grams of carbohydrates depending on flavor
- no known allergens with the exception of Sweet Annie Brown (soy) and Bold Teriyaki (gluten and soy)

Each stick is individually vacuum-sealed and labeled with the best by date. No need for refrigeration; the sticks are shelf stable for a year from production!





Product Options

Flavor Profiles - Buckskin Council Variety Pack



Close your eyes and imagine a Ribeye steak marinated in a sweet bourbon peppercorn sauce, then lovingly pan-seared and served with a side of mashed potatoes. This was our chef's vision, and after 9 attempts to perfect the flavors, we finally nailed it. Thus, it only seemed fitting to name this culinary masterpiece Old #9.



This boldly flavored meat stick shatters expectations and tantalizes taste buds. With a hint of orange and a smack of teriyaki flavor, this Asian-fusion inspired snack is a fundraising favorite. Once your supporters sink their teeth into the sweet honey flavor, salty soy sauce, and tangy mandarin orange, they'll be begging to order more.



This fundraiser-favorite features the incredible flavors of your favorite fresh from-the-oven slice of pepperoni pizza, but in a perfectly portable package. Supporters will love throwing them in their backpacks, lunch bags, and even back pockets for a satisfying snack wherever they go.



There's nothing quite like the aroma of fresh maple-glazed bacon sizzling in the pan in the morning. Now you can skip the grease splatter and get straight to the good stuff with our Sweet Maple Bacon meat stick, with maple syrup flavor, savory bacon flavor, and a hint of smoke flavor. Perfect for breakfast on the go or as a palate-pleasing snack any time, this perfectly portable snack stick is a fundraiser favorite.



With brown sugar and honey flavor, this smoked meat stick is arguably the best snack stick in the world! Don't just take our word for it - savor the flavor and be sure to stock up on this sweet stick for your fundraiser and you'll see why it's one of our most popular flavors yet.



Product Options

Flavor Profiles - Multipacks



This old school favorite features the true blue hickory flavor that most of us grew up on (and that today's youngsters deserve to try for themselves). This classic was perfected by a team of expert seasoning blenders, and it won awards in taste competitions on the world stage. Your fundraiser's supporters are sure to love the world class taste of this mild, rich and hickory smoked snack stick.



Traditional Cajun cooking is rich in spices and bursting with flavor. Our Hot Cajun meat stick lives up to its name with a combination of white, black, and red peppers, blended and seasoned to perfection to send your taste buds deep into the bayou. This fundraiser favorite is perfect for the meat stick connoisseur who enjoys a little extra spice in their life.



Grab a taste of our Sweet BBQ meat stick and you'll quickly see why this is our all-time best-selling flavor. Blended with award-winning BBQ seasonings and sweetened with fresh milled brown sugar, then smoked and cooked to perfection, this is a sweet, tangy, and smoky favorite. This is a must-have for any fund raiser and it's sure to appeal to all of your supporters' palates.



Sale Types and Selling Strategies

For all of these options, be sure to collect payment when the order is being placed!

Show and Sell

Your unit pre-orders product to have on hand; you show the product and sell it all at once.

Storefront Sales

These are sales made in front of local stores or high-traffic areas. Your unit gets permission to have a booth in a visible area and your Scouts sell actual product there on the spot. Units can plan a Show and Sell day and split Scouts/families into shifts so everyone takes a turn and gets credit. Arrangements with some stores have already been made, but units can coordinate with a local business of their choosing, too.

Door-to-Door (aka Wagon Sales)

This is the most effective sale method! Technically available for Show and Sell and Take Order sales, a Product Chair signs out product to a Scout who then takes it throughout their neighborhood, selling as they go. It's like a mobile Show and Sell booth. Any unsold product would be returned to the unit for the next Scout to check out and sell. If the desired product isn't on hand, a Take Order sale can be made using the order form.

Take Order

Your unit sells products via an order form for future delivery. There is no inventory on hand so you must coordinate a time your customers can pick up their purchases or have your Scouts deliver.

Direct Order

Available for popcorn only, supporters can purchase products online for shipment directly to their door using a Scout or unit's unique Key Code. Have customers visit popcornordering.com and enter the code.



Sale Types and Selling Strategies

Only about 20% of homes are contacted about product sales.

Every unit should challenge their Scouts to stand outside their front door, look to the three houses immediately to the left of theirs, look to the three houses immediately to the right of theirs, and look to the 6 or so houses across the street. **Hit at least those houses.** Coach them to note the address, what time they approached the house, and whether or not they made a sale. That will help the Scout try again at a different time (if no one was home) or move on (if homeowner wasn't interested).

Door Hangers

These are a great “Leave Behind” to let a potential customer know about the sale and place their order. The customer can review products, complete their order on the door hanger, and hang it back on their door for a Scout to pick up for a contactless transaction. They can also be used to drive potential customers to visit an upcoming Show and Sell event or the online store using the Scout's unique Key Code (popcorn only). The Take Order link is available for use as well (popcorn only).

Signs

Set out signs directing potential customers to your house to pick up popcorn, like promoting a Yard Sale.

Sample Script

“Hello. My name is _____. I'm a scout with Pack/Troop/Crew #____. I'm selling popcorn/meat sticks to help raise money for _____. I have many delicious flavors but _____ is my favorite because _____. Can I count on your support to help fund my adventures?”



Ordering



Unit orders for Camp Masters are placed online in the Camp Masters system. The Council will combine those orders and submit a single order to Camp Masters.

Camp Masters has put out a worksheet this year to help units better prepare for **Show and Sell** sales. The worksheet provides units with a formula based on prior sales data and projected demand from streamlining their offered products.

- 1. Each unit should first determine its sales goal.**
- 2. Multiply that \$ figure by the Retail Mix % unique to Buckskin Council. This gives the unit the total retail value of each product.**
- 3. Divide the retail value by each product's individual retail price. This gives the unit the recommended number of containers to order. (The Camp Masters system rounds up the Show and Sell requested amount to the next case.)**

Product	Retail Mix %
Caramel	24.00%
Movie Theater Butter	13.50%
White Cheddar	13.00%
Kettle Corn	11.50%
Roasted Summer Corn	11.50%
Cinnamon Crunch	8.50%
Cocoa Sunflower Seeds	7.00%
Snack Attack Tin	6.50%
Purple Jar	4.50%
TOTAL	100.00%

Buckskin Council's unique figures

Leftover Show and Sell product can be used to fulfill your unit's Take Order sales but be sure to update the order status to "Delivered." Any unsold product that is still in sellable condition can be returned to the Council at no cost.



Ordering



This the Unit Dashboard on Camp Masters.

The screenshot shows the Camp Masters Unit Dashboard for Ellen Blackwood | Troop 617, Buckskin Council | Buckskin. The dashboard is divided into several sections:

- Top Header:** Displays the user's name and troop number, a red arrow pointing to the text "Product Chair's Name and Unit Number should be here!", a help icon, a minus sign, and a "Training" button.
- Green Box (1):** A large green box with a white dollar sign and the text "I want to sell... Show & Sell or Take Order".
- Show & Sell tools (2):** A blue box containing a "Print QR Code" button and a "Share Link" button.
- Take Order tools (3):** A green box containing a "Print QR Code" button and a "Share Link" button.
- Direct To Consumer — Unit Online Sales (4):** A blue box containing the text "Share your Unit's KeyCode with customers — then assign earned scout credits.", the text "Your Unit KeyCode: KSTH", a link "https://app.campmasters.org/DirectToConsumer/c", a "Copy Link" button, and a "Print QR Code" button.
- Buckskin Council Show and Sell:** A blue box containing the text "Start: 6/1/26 - Due: 8/7/26" and a note about unsold product.
- Buckskin Council Take Order:** A blue box containing the text "Start: 6/10/26 - Due: 10/28/26".

1. Product Chair can click the green box to place an order with the Council that the team will compile and place with Camp Masters.
2. The Show and Sell link can be used to manage inventory at the time of a Show and Sell event.
3. The Take Order link can be used to make additional Take Order sales without using an order form. Ensure no one in the unit duplicates an order placed using the order form into the online system via the link. Count every order only once.
4. The Unit Key Code works similarly to an individual Scout's Key Code. When a unit (or Scout) is generated in the system, they'll receive a code supporters can use on popcornordering.com. Those supporters buy the popcorn they want for shipment to their door and the unit (or Scout) receives credit/compensation. The unit can then distribute the earnings to Scouts in the unit.



Ordering



Unit orders for Camp Masters are placed by submitting the order form (either the Show and Sell Form or the Take Order Form) to the Council.

The Council will combine those orders and submit a single order to Country Meats digitally.

Show and Sell

This year Buckskin Council has more flexibility in ordering Country Meats products. Units should only order what they sold last year, and if more is needed, replenishment orders can be placed throughout the sale. There is a pretty quick turnaround with replenishment orders, but don't wait until the last minute to request more inventory.

Show and Sell product is ordered in full case configurations at the flavor level. There are 40 5-stick multipacks per case.

Examples: If your unit sold 43 multipacks of one flavor, request only 1 case of that flavor initially. If your unit sold 65 multipacks of one flavor, you can request 2 cases of that flavor to start with.

Take Order

If applicable, Show and Sell inventory can be used to fulfill Take Orders, but be sure to note that is what has been done. The Council will need to know only what products you still need.

**All orders are subject to
Council approval.**



Delivery/Pickup



All Show and Sell and Take Order products will first be delivered to a warehouse in the Charleston area. They then go out to the other Districts to be distributed at a more central location for your unit.

Product Chairs will receive an email prior to the pick-up day letting you know it's time to schedule your window. We try to maximize this time to get you in and out as quick as possible. If you need to change your time or make other arrangements, the Council can work with you but you must let us know in advance!

Units will be contacted if any changes to the pickup location or time need to be made.

To pick up your product, follow these vehicle recommendations:

- Midsize sedan holds about 20 cases
- Luxury sedan holds about 30 cases
- Minivan holds about 60 cases
- Large SUV holds about 70 cases
- Large pickup bed holds about 90 cases

All of these capacity estimates are dependent on the products, which affect the shape and size of the cases. In all examples, it is recommended that the vehicle is clear of any other stuff and the backseats are folded down or removed.

If you receive damaged product at distribution, you must:

- **refuse to take it if you see the damage right away**
- **report the damage to the Council Service Center immediately upon finding it after getting home**

We will work to get you a replacement.

The only product delivered directly to a customer's home without passing through the Council/Unit's hands is product sold via Camp Master's Direct Order system. Ensure your Scouts are sharing their Key Code with distant family and friends and NOT the Take Order link.



Inventory



For Show and Sell orders, units will be given an inventory sheet when they pick up their products. Product and quantities will be reviewed and signed for. Units are responsible for tracking sales and inventory from then on.

The Council would like every unit participating in the Show and Sell sale to fill as many Take Orders as they can with the Show and Sell inventory they have first.

The sale ends **October 28th**, and units will turn in any unsold Show and Sell inventory on that date as well.

The unsold product from one unit will be used to fill Take Orders throughout the Council so it is crucial all units abide by the return dates and sale deadlines.

Unsold product that is returned to the Council in sellable condition will be removed from the unit's invoice and inventory sheet. Cases can be opened upon return to the Council, but open containers will not be accepted.

Commission and Payment



Units participating in the Fall 2026 Product Sale will receive a base commission of 31% of gross sales. An additional 2% of gross sales can be earned if the unit does all of the following:

- Attend one of the product sale trainings hosted by Buckskin Council or the District kickoff events featuring a training.
- Submit an annual budget and calendar to Buckskin Council by **October 1st**. (Don't forget to share with your families too!)
- Submit 100% of money at product pickup.

The trainings from Camp Masters are now out-of-date and won't capture all that is offered with the current product sale. Feel free to watch some of their videos for a basic rundown of their process, but we will not credit your unit with training attendance unless you attend a training put on by the Council or your District.

Payment for both Show and Sell and Take Order sales is due at the time of Take Order product pickup on **November 13th**. Units need to come to the pickup location with a check **made out to Buckskin Council**. Invoices will be sent out prior to the pickup date. If there are any questions regarding the amount owed, leave that field blank, and there will be a copy of the invoice to review at pickup. Card or cash payments made at the Scout shops on the date of pickup are also accepted.

Do not provide payment to the Council without first receiving an invoice.

See Appendix for sample invoices.

Prizes



Scouts sell more when they have an incentive! We're partnering with Keller Marketing again to offer a comprehensive prize program that has something for every Scout to get excited about! This program is tied to just the Camp Masters popcorn sale.

Visit kellerprizeprogram.com and enter the Council ID: 617BUCK to order. Guidelines for ordering prizes are included on the paper order form. Units participating in the popcorn sale should submit their prize orders along with their Take Orders so their Scouts aren't kept waiting. Prize orders will not be accepted after 12/31.

Prizes will not be released until 100% of product sale payment has been made.

Throughout the sale, as Scouts fill order forms for **BOTH Camp Masters and Country Meats**, they can submit a copy of the filled form to the Council for a chance to win a gift card. The more forms a Scout fills up, the more chances they will have to win. Drawings will be held September 30th, October 15th, and at the end of the sale.

Product Sale Calendar

August

- 8/7 Commitment Forms, Show and Sell Orders Due
 - 8/21 Show and Sell Product Delivered
 - 8/22 Council Product Sale Kickoff
 - 8/28 Sale Officially Starts
- Check with your District Executive about a Kickoff near you!**

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	★ 7	8
9	10	11	12	13	14	15
16	17	18	19	20	★ 21	★ 22
23	24	25	26	27	★ 28	29
30	31					

September

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Sell! Sell! Sell!

Product Sale Calendar

October

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Sell! Sell! Sell!

- 10/28 Sale Ends; Orders and Unsold Inventory is Due to Council
- 10/30 Council Submits Orders to Companies

November

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

- 11/13 Take Order Product Delivered and 100% of Payment is Due



Appendix

Invoices

Example Camp Masters Invoice

2025 Fall Popcorn Sale

Buckskin Council
2829 Kanawha Blvd E
Charleston, WV 25311

District: Shawnee

Consolidated Unit Invoice

Order Total	\$6,310.00
Invoice Total	\$6,175.00
Card Payment Credits	\$0.00
Commissions	(\$2,078.25)
Payments	\$0.00
Payouts	\$0.00
Remaining Balance Due	\$4,096.75

This is what is owed to the Council in one payment at the time of product pickup.

Online Order

UPC Code	Sym	Product Name	Order Qty	Return Qty	Price	Total
75201-00866	ZG	12oz Salted Jumbo Cashews	1	0	\$30.00	\$30.00
75201-00880	ZU	\$50 Food Bank Donation	1	0	\$50.00	\$50.00
75201-00873	ZN	New \$25 Food Bank Donation	1	0	\$25.00	\$25.00
75201-00841	MM	18 Packages of Movie Theater Extra Butter Microwave	1	0	\$30.00	\$30.00
Order Total						\$135.00
Online Sale Commission					30.00%	(\$40.50)
Unit Commission						(\$40.50)
Amt Due To Council						(\$40.50)

Show and Sell: Order #838519 (Ordered)

UPC Code	Sym	Product Name	Order Qty	Return Qty	Price	Total
75201-00841	MM	18 Packages of Movie Theater Extra Butter Microwave	12	0	\$30.00	\$360.00
75201-00823	X	16 oz. Classic Trail Mix	32	3	\$25.00	\$725.00
75201-00875	KT	12 oz. Cinnamon Crunch Bag	48	0	\$20.00	\$960.00
75201-00884	ZD	4.5 oz. White Cheddar Cheese Popcorn Bag	9	0	\$20.00	\$180.00
75201-00843	U	5 Packages of Butter Microwave	64	0	\$10.00	\$640.00
Order Total						\$2,865.00
2% Bonus					2.00%	(\$57.30)
Base Commission					31.00%	(\$888.15)
Unit Commission						(\$945.45)
Amt Due To Council						\$1,919.55

Ensure the correct commission has been given. Online sales receive 30% whether or not your Unit qualified for the bonus.



Appendix

Invoices

Example Country Meats Invoice

Invoice: Shawnee Pack

Buckskin Council

2829 Kanawha Blvd. E.,
Charleston, WV 25311



Date 12.02.2025 Product Chair

Unit	Description	Amount Owed
Shawnee Pack 164	2025 Fall 2nd Chance Country Meats Sale	Order Total \$30.00
		31% Commission \$9.30

Ensure the correct commission has been given.

Thank you!

This is what is owed to the Council in one payment at the time of product pickup.

Amount Due to Council \$20.70

Please remit payment to:

Thank you for your support of Scouting!

Tel 304-340-3663 Email Janet.Smith@scouting.org
Fax 304-925-0533 Web Buckskin.org

Buckskin Council, BSA
2829 Kanawha Blvd. E.
Charleston, WV 25311

