

Funding Our Scouting Adventure!

2024 Popcorn Sale Kickoff

SETTING THE PLAN FOR YOUR SUCCESS



Pine Tree Council





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 !!**
- * 4 Ways to Sell - Door to Door with Show-n-Deliver or Take Order, Show & Sell, and 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 individual Units and Council Programs**

How do Scouts Benefit?

- Build Self- Confidence
- Build Self Esteem
- Teaches Scouts how to communicate a message to adults
- Teaches Scouts how to communicate with other youth
- Helps with Advancement in Cub Scouts and Scouts BSA
- Scouts can appreciate earning their own way.

**SCOUTS SELL
MORE THAN JUST
POPCORN**



2023 Sales Facts

- **\$207,383 in sales - \$149,007 Return to Scouting!**
- **45 Units participated= 35% Participation**

Pine Tree Council Average per Selling Unit = \$4,608*

2022 Popcorn Sale vs 2023 Popcorn Sale

Total Sales in 2022 - \$183,015 Total Sales in 2023 - \$207,383 13% INCREASE
Sales per Unit in 2022 - \$3,389 Sales per Unit in 2023 - \$4,608* 36% INCREASE
Units received - \$79,050 Commission Average per Unit - \$1,756*

WHAT WOULD YOUR UNIT DO WITH AN EXTRA \$1,300?

- ASSIST FAMILIES WITH REGISTRATION FEES!
- ASSIST FAMILIES WITH SUMMER CAMP EXPENSES!
- DO AN ACTIVITY YOU ALWAYS WANTED TO DO!
- GET THAT NEW EQUIPMENT THE UNIT NEEDS!

These are just a few ideas... the possibilities are endless!

What's In Store for 2024!

- Staying with CampMasters!
- Updated Tin, Bag and Box packaging designs
- More marketing tools and How-to Videos at www.campmasters.org (including a “How to Sell \$10,000 in a Weekend!” training session via Zoom)
- Once again using STRIPE to accept Credit Card payments.



The 2024 Product Lineup!

ZZ Support the Military and Scouting Too!

\$30 Military Donation

WW

\$50 Military Donation

Choose Item ZZ and CAMP MASTERS will send \$30 worth of popcorn to our military personnel.

Choose Item WW and CAMP MASTERS will send \$50 worth of popcorn to our military personnel.

DO Tasty Trio Tin



This Tasty Trio has Melt in your mouth Chocolate Covered Pretzels, Sweet & Salty Kettle Corn and Chocolate Caramel with sea salt candy — 23oz, 2.40 gal ☺

*Customer will receive one of two options above. Specific requests cannot be accommodated.

\$60

P 3-Way Cheesy Cheese Tin



Celebrate Scouting with a simply sensational collection of White and Yellow Cheddar Cheese along with a zesty Cheesy Salsa popcorn (3 BIG Bags!) — 15 oz, 3.15 gal ☺

*Customer will receive one of two options above. Specific requests cannot be accommodated.

\$50

MM 22 Pack Movie Theater Extra Butter Microwave Popcorn



Popcorn perfectly seasoned with EXTRA Buttery flavor just like the movie theaters. America's #1 selling flavor! ☺



\$35

E Supreme Caramel Tin



Buttery gourmet Caramel Corn with Almonds, Pecans and Cashews — 18 oz, 1.10 gal ☺

*Customer will receive one of two options above. Specific requests cannot be accommodated.

\$30

ZE Chocolate Drizzle Caramel Bag



Buttery gourmet caramel popcorn with chocolate drizzle — 14 oz. ☺



\$30

ZG Salted JUMBO Cashews



Salted JUMBO Cashews - Everyone's favorite, fresh and crunchy! — 12 oz ☺



\$30

X Classic Trail Mix



Delicious wholesome goodness includes peanuts, cranberries, raisins, chocolate candies and cashews — 16 oz ☺



\$25

ZW Chocolatey Covered Pretzels Bag



Melt in your mouth Chocolate Covered Pretzels — 10 oz ☺



\$22

G 14 Pack EXTRA BUTTER Roasted Summer Corn



If you like buttery corn on the cob, you'll love this EXTRA BUTTER flavor microwave popcorn! ☺



\$20

KT Cinnamon Crunch Popcorn Bag



Lightly sweet popcorn with warm, savory cinnamon — 13 oz ☺



\$20

YY 12 Pack Sweet & Salty Kettle Corn Microwave Popcorn



A sweet and salty old fashioned kettle corn taste, like the popcorn at old time county fairs! ☺



\$20

ZD White Cheddar Cheese Bag



Cheesy goodness of white cheddar cheese on light, crunchy, crispy popcorn — 5 oz ☺



\$20

V Purple Popping Corn Jar



This delicate popcorn contains antioxidants, has virtually no hulls and TASTES GREAT! No Artificial Anything. — 30 oz ☺



\$15

DD Caramel Popcorn Bag



Mouthwatering taste of delicate and crispy gourmet caramel popcorn. — 10 oz ☺

25% More



\$15

U 6 Pack Butter Microwave Popcorn



A convenient way to enjoy popcorn with a rich buttery flavor anytime of the day. ONLY 35 CALORIES per cup! ☺



\$12



My prize goal is:

My popcorn goal is:

CHOOSE A PRIZE AND GO FOR IT!



\$5,000 LEVEL 14

48 - LEGO Technic Mercedes-AMG F1 W14 E Performance
49 - Cross Canyon 2 Tent & Footprint
50 - Carrera Evolution Mario Kart Analog Electric Slot Car Racing

\$4,000 LEVEL 13

45 - Adventure Camp Package
46 - BioLite CampStove 2+
47 - Case Bonesdag Folding Hunter Knife w/ Leather Sheath

\$3,000 LEVEL 12

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

\$2,150 LEVEL 11

39 - LEGO Friends Castle Bed and Breakfast
40 - SkullCandy Wireless Earbuds
41 - Foldable Drone

\$1,650 LEVEL 10

36 - Youth Pickle Ball Set
37 - HEXBUG BattleBots Arena Bite Force & Blacksmith
38 - The North Face Staiwart Backpack

\$1,250 LEVEL 9

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

Sell More - Earn More Additional Bonus Prizes

Sell \$4,000 - \$4,499

Earn your choice of a \$50 Amazon or Visa Gift Card

Sell \$4,500 - \$4,999

Earn your choice of a \$75 Amazon or Visa Gift Card

Sell \$5,000 and above

Earn your choice of a \$100 Amazon or Visa Gift Card

District Top Seller

Be the Top Seller in your District and receive a \$200 Amazon or Visa Gift Card

Council Top Seller

Be the Top Seller in the Council and receive a \$500 Amazon or Visa Gift Card



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

\$850 LEVEL 8

28 - Hydration Pack - 2L
29 - Transformers: Rise of the Beasts Bumblebee Model Kit
30 - Zing Quick-Switch Power Bow
31 - 2-Person Waterproof Tent
32 - Grab Bag G

\$625 LEVEL 7

23 - E-Blox Parts Plus Construction Kit
24 - Telescope - 40X Magnification
25 - 5-in-1 Multi-Tool w/ Shovel & Ax
26 - Hexbug Mechanical Wasp Assorted Colors
27 - Grab Bag F

\$425 LEVEL 6

18 - Light Saber w/ Stand
19 - 5pc Stainless Steel Mess Kit
20 - Adventure Duffie Bag w/ BSA® Branding
21 - Air Hunterz Zamo Bow w/ 2 Zarts
22 - Grab Bag E

\$325 LEVEL 5

13 - Multi Tool Flashlight
14 - Magic Sand Set w/ 6 Molds
15 - White Handle Look Blade Knife & Case w/ BSA® Branding
16 - Catapult Plane w/ Decorative Stickers
17 - Grab Bag D

\$250 LEVEL 4

9 - Dry Bag - 5 liter - Yellow w/ BSA® Branding
10 - Mini Multi-Tool w/ Case
11 - 4x30 Binocular w/ Case
12 - 6" Stuffed Animal - Goat

\$190 LEVEL 3

5 - First Aid Kit w/ Waterproof Case
6 - Cinch Backpack w/ BSA® Branding
7 - Mini Dynamo Dual LED Light w/ BSA® Branding - Assorted Colors
8 - Watch/Pedometer

\$90 LEVEL 2

1 - Fire Starter and Steel
2 - Tony Hawk Box Boarders Assorted Characters
3 - Compass Thermometer Whistle
4 - Highlighter Scout - 4 Color Highlighter w/ Retractable Computer Brush

LEVEL 1

0.1 - Popcorn Sale Patch
Sell any item
0.2 - Military Club Patch
Sell One Military Donation
0.3 - Online Sale Pin
Sell One Online Order
0.4 - Top Seller Pin
Sell over \$1,000

\$1,000 Bonus Club

Scouts who sell \$1,000 in product will receive their choice of:

0.5 - Hanging Hammock
0.6 - Dart Zone Max Solo w/ 10 Darts
0.7 - Lego Friends Adventure Camp Archery Range

Scout Name: _____

Pack/Troop: _____

Total Sales: _____

Prize #	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 Debit Card for 4% of total sales.

Example: \$3000 = \$120 debit card.

Visa Debit 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 PopcornOrdering.com count towards your prizes!

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

Pine Tree Council

www.pinetrebsa.org

Council ID: 218PTC

For Popcorn Related Questions:

Council Office: (207) 517-6196

For Prize Related Questions

GCC/Keller Marketing: (888) 351-8000

GUIDELINES to Select Prizes

- Prizes earned based on individual sales. No combining of sales with other Scouts.
- Sell any item & receive the Popcorn Sale Patch.
- Sell \$90 & select your choice of prize at the \$90 level.
- Sell \$190 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 \$625 in popcorn, you may select ONE prize from the \$625 Level or ONE prize from the \$325 Level and ONE prize from the \$250 Level.
- Parent's permission is required to order a knife.
- All prizes will ship to your Unit Leader.
- If a prize is no longer available a substitute of equal or greater value will be shipped.
- Turn in your prize order with your popcorn order.

GUIDELINES to Select Prizes

- (1) Prizes earned based on individual sales. No combining of sales with other Scouts.
- (2) Sell any item & receive the Popcorn Sale Patch.
- (3) Sell \$90 & select your choice of prize at the \$90 level.
- (4) Sell \$190 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 \$625 in popcorn, you may select ONE prize from the \$625 Level or ONE prize from the \$325 Level and ONE prize from the \$250 Level.
- (5) Parent's permission is required to order a knife.
- (6) All prizes will ship to your Unit Leader.
- (7) If a prize is no longer available a substitute of equal or greater value will be shipped.
- (8) Turn in your prize order with your popcorn order.

2024 Council Prize & Incentive Program for Scouts

In addition to the Keller Prize Program and the Camp Masters High Achiever Prizes, Pine Tree Council is offering the following incentives:

Council Top Seller:

\$500 Amazon Gift Card* & Recognition in Pine Spills

District Top Seller:

(except Council Top Seller)

\$200 Amazon Gift Card* & Recognition in Pine Spills.

Above & Beyond Sellers

\$4000-\$4499-- \$50 Gift Card or \$100 toward a PTC Camp in 2025

\$4500-\$4999-- \$75 Gift Card or \$150 toward a PTC Camp in 2025

\$5000 & up-- \$100 Gift Card or \$200 toward a PTC Camp in 2025

Fill a Sheet Weekly Drawing

\$20.00 Amazon Gift Card*

For each order sheet a scout fills and submits to PTC they will be entered into a weekly drawing.
If their name is not selected, their entry remains in the drawing.

*Visa Gift Card may be substituted



**POPCORN
HELPS ME
EARN MY OWN WAY
THROUGH SCOUTING.**



2024 Commissions and Unit Incentives

- Combined Unit Sales of up to \$7,500 = 33% commission
- Combined Unit Sales of \$7,501 to \$12,499 = 36% commission
- Combined Unit Sales of \$12,500 to \$19,999 = 37% commission
- Combined Unit Sales of \$20,000 or more = 38% commission
- Earn an additional 2% Commission on all your sales if a representative from your unit attends one of the Council Kick-Offs in June.
- Earn an additional 2% Commission on all your sales by attending an August 2024 Roundtable and holding a recruiting event for your unit before 9/30/2024.
- Earn an additional 1% Commission by recruiting a new unit to sell or by recruiting a unit that hasn't participated in the sale since 2020. (The recruited unit also earns the additional 1% Commission.)

Let's Plan for Success in 2024!

Fund your programs with this campaign! 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 with SHIPPING INCLUDED!**
 - Reach out for support from the comfort of home
 - Zero risk for Units and doesn't impact other activities
- **Door to Door (Show and Deliver or Take Order)**
 - Take Show and Sell product if you can
 - Use the Take Order Form in the Family Guide
 - 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 (2-3 Scouts/location)




Step #1

BUILD A POPCORN SQUAD

- ★ **Unit Kernel**- Lead the squad and be in charge of accounting and unit popcorn orders.
- ★ **Show-N-Sell Specialist**- Work with the Unit Kernel to arrange/ reserve storefront locations.
- ★ **Distribution Master**- Store popcorn and distribute to Scouts or Storefronts. Work with Unit Kernel to manage inventory.
- ★ **Popcorn Promoter**- Your social media / email master spreading popcorn love.

Step #2

- Know your UNIT'S POPCORN SALE GOAL
 - What program elements you will fund
 - Equipment needs
 - Special Events/Trips
 - BUILD A BUDGET USING THIS TOOL (Fund Your Adventure Worksheet)
- 
- 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!

 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:	\$0.00	This Month's Total:	\$0.00	This Month's Total:	\$0.00
DECEMBER		JANUARY		FEBRUARY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:	\$0.00	This Month's Total:	\$0.00	This Month's Total:	\$0.00
MARCH		APRIL		MAY	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:	\$0.00	This Month's Total:	\$0.00	This Month's Total:	\$0.00
JUNE		JULY		AUGUST	
Planned Activity	Cost	Planned Activity	Cost	Planned Activity	Cost
This Month's Total:	\$0.00	This Month's Total:	\$0.00	This Month's Total:	\$0.00

2 ANNUAL COSTS: Enter other annual Unit expenses:

Registration & Insurance	\$0
Advancements	\$0
Uniforms	\$0
Scholarships	\$0
Other Expenses	\$0
Annual Total:	\$0

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

Number of Selling Scouts in your Unit:	40
Your Unit's Commission	30%
Unit Total Activity Cost and Expenses	\$0.00

Unit Sales Goal	\$0.00
Scout Sales Goal	\$0.00

Download at

<http://campmasters.org/sales-tools/>

Unit Budgeting Tool

Step #3

•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?**

CAMP MASTERS

Dashboard

2022 Fall Popcorn Sale

Alicia Powers | Pack 13
Chattahoochee Council | Saugahatchee District

To Do:

- ! Submit your Unit Commitment Form

Links:

- Manage Unit Information
- Setup/Invite Scouts
- Setup/Import Scouts
- View Scout Online Sales
- View Unit Invoice
- Order Prizes
- Edit Your Profile
- Reset Password
- Accept credit cards with PayAnywhere

2022 Show and Sell/Deliver Product Unit Order :
Please remember that unit product orders for Show and Sell/Del 2022.

- View Product Listing
- View Unit Orders
- Award Scouts Credit

2022 Take-Order Product Unit Order Start: 9/30/22 -
Please remember that unit product orders for Door to Door & Tak 2022.

- View Product Listing
- View Unit Orders
- View Scout Take Orders
- Place a Scout Take Order

You don't have any sales yet.

Scout

Step #4

Conduct a Unit KICK OFF

Goals of Unit Kick off

- COMMUNICATE the Unit Goal
 - **SHARE the plan with everyone involved**
- Make it FUN!
 - **What it means for the Scouts**
 - **Skits to emphasize training**
 - **Talk about the Prizes and affect of reaching Goals**
- Focus on SKILL DEVELOPMENT
 - **Public Speaking Skills**
 - **Goal Setting**
 - **Personal Responsibility**

Why conduct a Unit Kick Off?

- Helps parents understand how the Popcorn Sale benefits their child and his/her Scouting Program
- Helps leaders understand how the Popcorn Sale provides a better Scouting experience for all
- Gets scouts excited about the sale, leading to more scouts selling.*

*More Scouts Selling = More funds being raised = A better program for your unit!

Step #5

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 2-3
 - Stack product in a colorful display
 - Scouts in front talking to customers



Step #6

Get full participation!

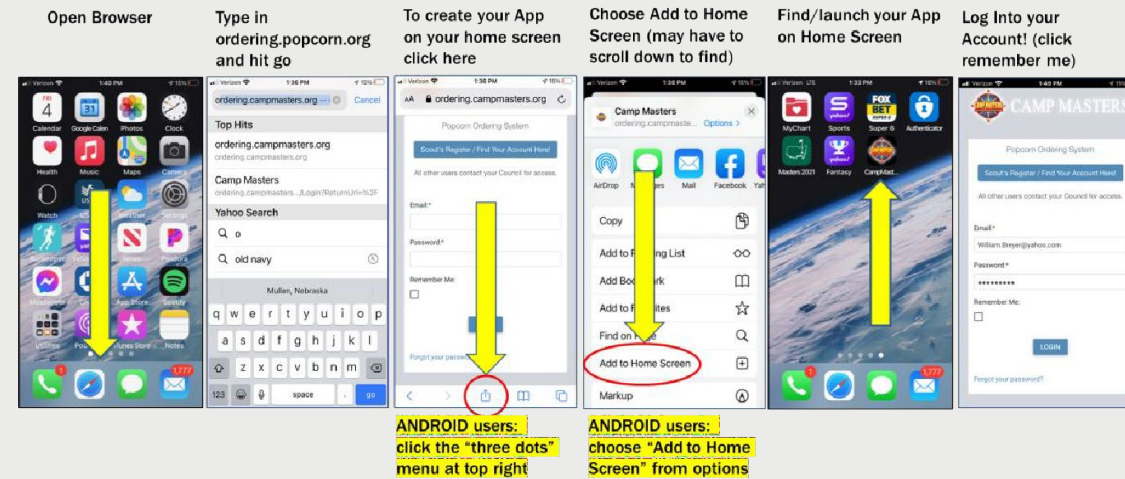
- Not every Scout wants to sell all three ways
- Not every Scout can sell all three ways
- Every Scout can participate in Online and Take Order sale



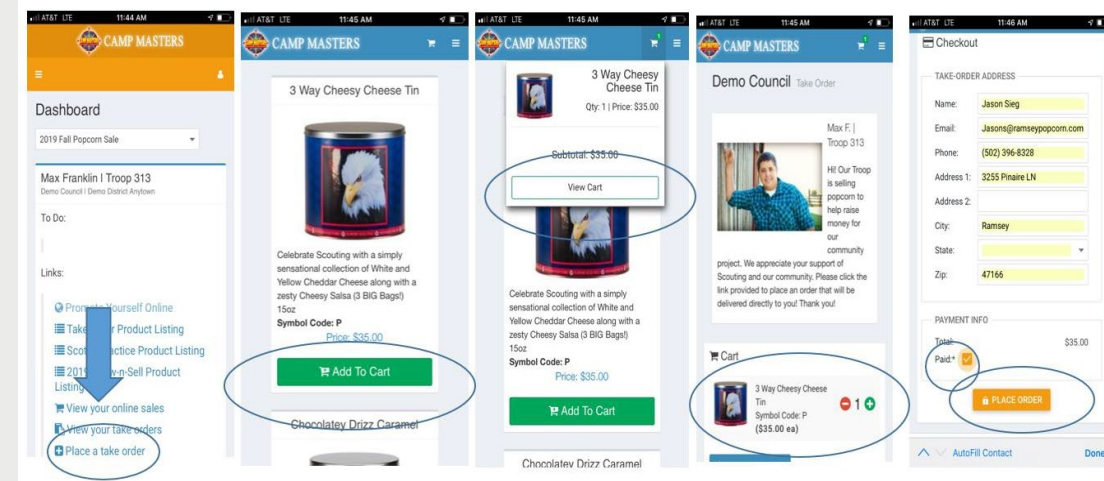
Create Your CAMP MASTERS Scout App

Your Scouts can conduct or log Take Order sales 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
- Can reduce paperwork
- Able to mark whether paid and/or delivered!
- Able to log sales individually at point of sale, after the fact at home, or can even create one order to aggregate sales not already recorded in the system



Ready to Take Orders on the Go!



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



2024 Popcorn Calendar

June 12th or 20th

Council Kick-Off

August 1st

Popcorn Sale Starts!

August 6th

Show-n-sell orders are due

August 24th

Show-n-sell popcorn distribution day – Camp Hinds Dining Hall, 8am – 11am

October 25th

Take Order and Prize orders are due – All product payments are due

November 16th

Take-Order Distribution day – Camp Hinds Dining Hall, 8am – 11am

Questions after Tonight?

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